

Press-Telegram *Southland*

LONG BEACH, CALIFORNIA, SUNDAY, JANUARY 15, 1950

MAGAZINE Section



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Member
**PACIFIC SUNDAY
MAGAZINES**
FRED TAYLOR KRAFT,
Magazine Editor

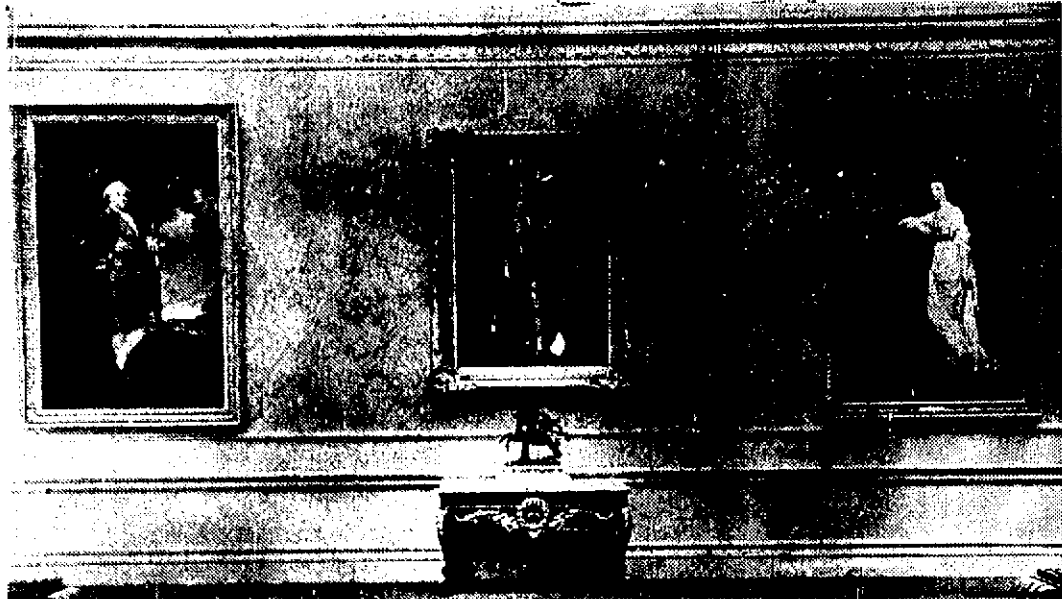
SKI TIME

Happy skiers, like the smiling girl above, are to be found on the ski lifts of winter resorts throughout the Southland these snowy days as they are borne to mountain vantages. Photo was taken at Sun Valley. See Page 3.

—Union Pacific Railroad Photo.



The Huntington Library houses 250,000 volumes, 200,000 of which have a value of \$30,000,000.



Huntington paid \$640,000 for "Blue Boy," top center. "Pinkie," lower center which hangs on the gallery wall opposite "Blue Boy," cost him a little more.

Pet PARADE

By Bill Conway

THE origin of the Dalmatian is a subject which will precipitate an argument any time, any where, among people who know dogs. There is no way of proving the location and time of the beginning of the breed but it is safe to say that this is one of the oldest.

Centuries ago he was frequently found with wandering Gypsy tribes but like the Romany folk, the dog's ancestry was never satisfactorily established. He comes by his name from the fact that he was first recognized in Dalmatia, a province in eastern Austria, but drawings and carvings on ancient tombs in Egypt prove, more or less definitely, that the dog was known and bred to type as far back as 3000 years, B. C.

He is an individual with many

nicknames. He has been called the coach dog—with excellent reason. He has been the favorite mascot of firemen for many years and hence comes by the name of Firehouse Dog, probably because he was a natural mascot for firemen in the days when fire-fighting equipment was hauled by galloping horses. He has also been called the Carriage Dog. No one knows why this handsome dog takes to horses or why horses love Dalmatians.

Because of his high intelligence and ready response to training, the Dalmatian was one of the first dogs trained for sentry duty in war. If you remember the old vaudeville acts featuring troops of trained dogs you will recall that the star performers were Dalmatians.

Like the grace of movement,

striking beauty, and clean-cut lines make this dog an outstanding individual anywhere. His courage is unquestioned and he will fight to the death if need be but he is by no means quarrelsome. He minds his own business and is generally quiet but he is not the timid type.

Dalmatian pups are born pure white but soon develop the characteristic spots of black or liver-brown. Grown dogs should stand 19 to 23 inches at the shoulder and weigh from 35 to 50 pounds, according to American Kennel Club specifications.

WHILE dogs of all breeds are generally believed to have descended from the wolf family there is plenty of evidence to show that certain well defined types were bred as early as 10,000 years B. C. The oldest breed is a matter of speculation.

Egyptian tombs sometimes bear carvings of dogs believed to be the Saluki. Some of these tombs are 9000 to 10,000 years old. The Afghan hound is regarded as one of the earliest known breeds. The Harrier also is an ancient type, little changed by the centuries.

Scientists believe the Eskimos of Alaska came across the Bering Straits and established the first Indian tribes on the North American continent more than 10 centuries ago. It is probable that they brought a few dogs and from these the Husky may have descended. There is no proof, however, to bear out this theory. It is as logical to assume that the Husky is merely a semidomesticated wolf.

BE COURTEOUS, but firm, with well-meaning friends who come around with cure-alls when your puppy or dog is sick. The chances are they haven't had much experience with dogs and the cure they recommend might kill instead. If you don't know what the trouble is, see a capable veterinarian.



Mike, registered 2-year-old Dalmatian of good type, is owned by Eileen and Christine Winchell of Long Beach.

HENRY E. HUNTINGTON, Fabulous Collector

By Bertha Blanchard

ONE HUNDRED years ago, on Feb. 27, a boy was born who was destined to create one of the world's greatest cultural centers at San Marino, Calif. Even as a boy, Henry Edward Huntington loved books and collected them as a hobby. Fine volumes of children's books which he owned as a boy are now in the Huntington Library. In later years, he prophetically observed, "The ownership of a fine library is the swiftest and surest way to immortality."

Henry E. Huntington made

a fortune of his own in real estate, street and interurban railways; he inherited a second from his uncle, Collis Huntington of the Southern Pacific Railroad; his wife brought him a third. When he retired from active business in 1910, he devoted the next 17 years of his life spending his vast fortune, in assembling his book and art collection.

In his collecting, this man of great business and executive capacity applied shrewd investment principles. Accordingly, he evaluated works of art and rare books, paying prices for them that astonished collectors both here and abroad. But time has proved his far-sightedness, since many of the pieces in the collection have more than tripled in value and others have become almost priceless.

Huntington bought one of the historic ranches of Southern California from J. de Barth Shorb in 1903. To house his collection, he built a beautiful Georgian Colonial mansion where he lived in regal splendor until his death in 1927. When the book collection outgrew the mansion, Huntington built his famous library.

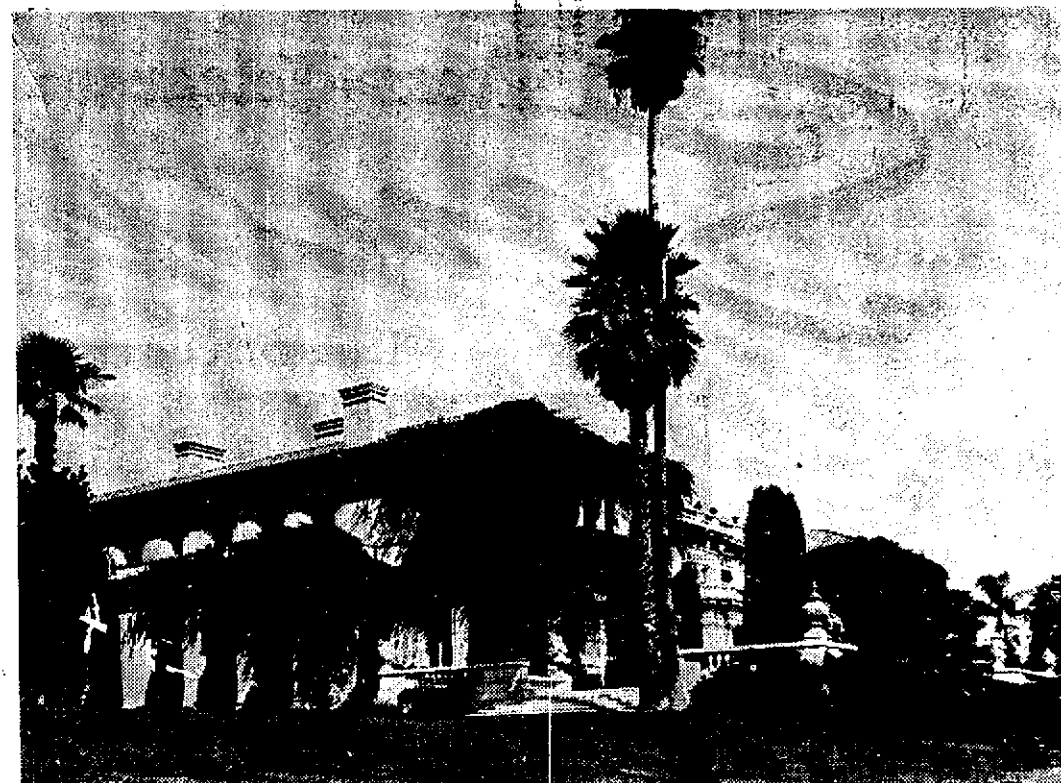
Huntington delighted in collecting rare books, specializing in English and American volumes. These he usually bought by the collection, purchasing 32 complete libraries and more than 70 smaller collections. Duplicates culled from these mass purchases were wisely sold in New York auctions for more than \$1,000,000. There are, today, 250,000 books in the library. Of these, 200,000 are valued at \$30,000,000. Five thousand are very early books, printed between 1450 and 1501. In addition, there are a million manuscripts, letters and diaries of great value.

IN THE gallery of the library building, there is a permanent display, under glass, of the most famous books. Here one may see a perfect vellum copy of the Gutenberg Bible, for which Huntington paid \$50,000. The first book ever printed in the English language in 1475, the Ellesmere manuscript of Chaucer's Canterbury Tales and the first collected edition of Shakespeare's works. Manuscript letters of George III and Lincoln, a genealogy of the Washington family by George Washington, and that great American classic, Benjamin Franklin's Autobiography, neatly written with his own quillpen. There are also special exhibits during the year, when other rare and timely books are shown to the public.

The stacks and reading rooms of the research library are not open to the public. The precious books and manuscripts are kept in air-conditioned vaults, where only the staff is admitted. Only qualified scholars are permitted to use these books and even then, they are given out through a grilled window. Famous students and scientists come from all over the world to study at the library to give to the public books compiled from their research. That was part of Huntington's plan.

While Huntington bought his books by the collection, he purchased his paintings separately. He specialized in 18th Century art. He collected paintings of the British 18th Century school, furniture, tapestries, statuary, porcelains, and other art objects which together would give a clear picture of 18th Century life.

In the paintings, all the great English masters of that period are represented—Gainsborough, Lawrence, Reynolds,



—Photos Courtesy Los Angeles Chamber of Commerce.

Henry E. Huntington built this beautiful Georgian Colonial Mansion for a residence in the early 1900s in San Marino. It is now the Huntington Art Gallery.

Romney, Hoppner and Rasturn. Of these, "Blue Boy" and "Pinkie" are the most famous. "Blue Boy" was purchased in 1921 from the Duke of Westminster for \$640,000. For "Pinkie," he paid a little more, thus breaking the world record for painting prices.

"Blue Boy" has become one of the world's most popular masterpieces, perhaps because it has an interesting story behind it. It seems that Thomas Gainsborough believed that blue could be massed in a painting, but his rival, Sir Joshua Reynolds, disagreed. After much arguing, Gainsborough painted the "Blue Boy" to prove to the world, and especially to Reynolds, that it could be done. His success was unquestioned.

The mansion is now the art gallery. Here, too, fine furniture is displayed. In the oak-paneled library, hang five Boucher tapestries of the pe-

riod of Louis XV, genuine Gobelin, for which \$1,000,000 was paid. In the dining room Stuart's "George Washington" dominates the other portraits. In the next room, exquisite ivory miniatures of aristocratic and royal men and women, in their jewel-studded frames, rest in cabinets.

Two hundred acres of gardens and lawns surround the art gallery and library. Between these two buildings is a 200-year-old mesa oak with a spread of 100 feet or more. Other native California oaks dot the sweeping lawns. Rare trees, plants and shrubs from all over the world have made the Huntington Botanical Gardens famous. The Japanese garden is the most popular, with its pagoda and 150-year-old gong-bell at the entrance. The cactus garden contains all the unusual varieties. There are palms from all over the world and cycads from every

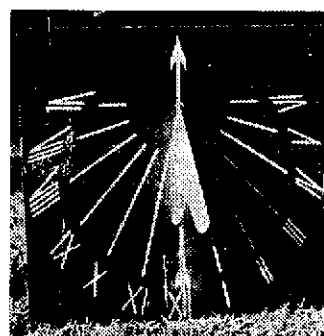
jungle of the tropics. These rare plants, resembling tree ferns, are of ancient lineage, being of the same type that flourished in the age of the dinosaurs.

Huntington deeded the 200-acre estate and his treasury of priceless books and paintings to the public. Since 1928, when it was first opened, over 3,000,000 visitors and 5000 research workers have come to this great cultural center. Visiting hours at the Huntington Library and Botanical Gardens are from 1 to 4:30 p. m. daily except Monday. An admission card must be secured in advance by writing to the library.

This hobby of a businessman has preserved the art of an important period of history for future generations. Henry Edward Huntington is said to have been "without doubt the greatest collector of books the world has ever known."

Time On His Hands

By Lilian Haislip



South Vertical dial is placed on south side of building to record time.

LET others tell of storms and showers; I'll only count your sunny hours.

Unlike a clock, inexorably ticking off the dark hours of life as well as the bright ones, sun dials record only the sunny hours, though the time they keep may be as accurate as an observatory timepiece.

James T. Walker, 445 W. Fourth St., whose hobby is designing and making sun dials, has among the 11 models he has designed three types that are so constructed they "keep time" accurately.

In the conventional type, which records solar time, and not standard time, each reading of the dial must be corrected according to the time of year. Correction, computed from a chart, is made by adding or subtracting up to 20 minutes. Greatest correction is made in November, when 22 minutes is deducted from the solar time shown by the shadow of the gnomon, or marker. Thus if the shadow of the gnomon falls on 12:22 p. m. on the plate of the dial at a certain period in November, the time should be read as 12.

IN THE standard types on which the plate may be moved while the gnomon remains stationary, corrections

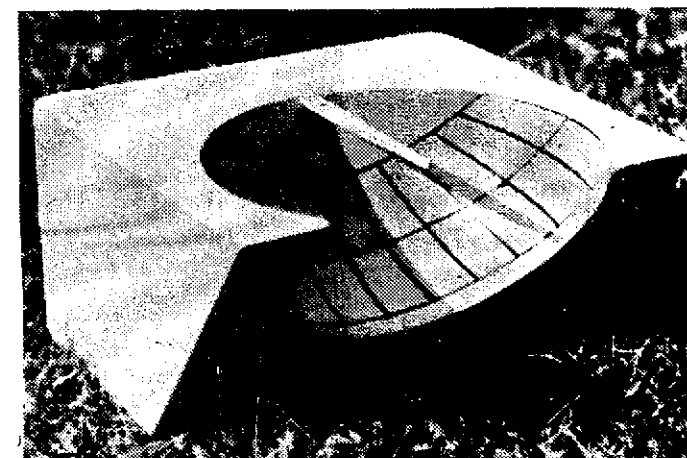
chart on its face, so that the correct deductions may be made when the reading is taken. Both Pacific standard time and daylight saving time are indicated on the chart. On these dials the base is movable, while the gnomon remains stationary; thus the shadow falls at a sun time angle, but the plate is adjusted so that the standard time reading is shown.

Walker's designs are not original with him—there have been no new designs in the past three centuries, Walker says—but some of them are so old that they are new.

There is the conical dial, for instance, the granddaddy of them all. Walker's conical dial is modeled after the original—and the first dial known—attributed to Berosus, a Chaldean priest and astronomer of the time of Alexander the Great, about 500 B. C.

THE ancients divided the days into 12 equal parts, regardless of the length of the day. The conical dial is thus marked in 12 sections, without regard to hours or minutes.

Among Walker's dial models are the south vertical type—like a target board with an arrow lying on it—that records the hours from 6 a. m. to 6 p. m.; the west vertical that marks the time from 1 p. m. to 7 p. m.; the east vertical re-



This type of sun dial, the conical, was the first known to history. It was developed about 500 B. C.

cording the morning hours; the analemmatic, resembling a game board; the polar, and the cross shaped dial. The cross type originated in Scotland.

The polar type has both the gnomon and the plate in the same plane. The analemmatic has a horizontal plate and a

perpendicular gnomon. A wagon wheel on a post on the terrace, a marker on a window pane in the office may be used as a sun dial, if they are arranged by anyone familiar with the principles involved in

(Continued on Page 8.)



James T. Walker of Long Beach is believed to be the only active sun dial hobbyist on the west coast. He's shown here with some of the dials he has made.



"Let Others Tell of Storms and Showers, I'll Only Count Your Sunny Hours" is motto on this dial.

Press-Telegram Southland Magazine

Sun Valley--Winter Playground

Nature has provided snow and sunshine, man has installed comfort and conveniences to make Sun Valley, Idaho, one of the world's most famous winter sports resorts. Skiing, of course, ranks as the foremost sport. Many other forms of recreation are also to be enjoyed, as are spectacular scenery and novel eating places.



Starting out for ski slopes, skier at Sun Valley finds perfect conditions awaiting him. Natural advantages of famous resort have been developed to meet all requirements, whims of patrons.



The internationally-renowned ski star, Friedl Pfifer, cuts swath with a running slalom on one of famous ski slopes that attract patrons of sliding boards. Resort has able staff of instructors.



Sweatered skiers view Sun Valley from vantage point on Dollar Mountain. Scene is like a Christmas card.



Couple with dog teams pauses to survey beauty of winter view in valley where scenic grandeur abounds.



Fine food—for the inner man and for the eye! Here winter guests at Sun Valley dine at Trail Creek Cabin.



"Sitting on top of the world" via the Broadway lift on Baldy Mountain, girl skier looks back on valley.



Snack-and-skate time at one of Sun Valley's skating rinks finds even the waiters equipped with skates.



The ski room at Sun Valley Lodge is scene of activity as skiers wax equipment between hours on the slopes.

—Union Pacific Railroad Photos.



A BONNET FOR Spring

Hats for spring! They're of every shape, of a variety of materials, decorated with flowers, jewels, and even such unusual items as condor quills and horse hair. Profile beret (top left) is made of tiny imported blue and red helle lilac. Small jeweled hat pins are attached to hat by strings of pearl. Product of Dan Levin Co.

Milan cocktail hat with burnt vulture sweep (top center) has draps of imported horse hair, studded with tiny rhinestones. Model is by Caspar-Davis.



Yvonne millinery created flirtatious bonnet above. It has a cloud of black veiling to frame the face and provocative pink rose-buds add a touch of demure sophistication. Like the other models shown on this page, it was made in Southern California.

Big-Time Breakfasts

By Mildred K. Flanary

NUTRITION experts say that one-fourth of a full day's food needs should be consumed at breakfast—you've been fasting all night and you must wait a long time until luncheon. So, take a tip from those who know and eat more substantial breakfasts.

Get out of the "toast-coffee-orange juice" habit. There are many tempting methods of dressing up the breakfast table and the foods themselves to build up the early morning appetite. Some ideas are offered here.

accompanying illustration you can see how appetizing they look. They're sure to whet the early morning appetite.

- Menus**
- Fruit and puffed rice
 - Buckwheat cakes with poached egg
 - Milk Coffee
 - Broiled grapefruit
 - Raisin spice oatmeal
 - Toasted corn bread Jelly
 - Milk Coffee
 - Tomato juice
 - Sausage scrapple Syrup
 - Cinnamon coffee cake
 - Milk Coffee
 - Butterscotch muffets with apricots
 - Soft cooked egg
 - Toast Butter Marmalade
 - Milk Coffee
 - Mixed fruit juices
 - Puffed wheat Milk
 - Waffles Bacon Syrup
 - Milk Coffee
 - Orange slices
 - Egg in muffets nest
 - Sweet rolls Butter
 - Milk Coffee
 - Medley of stewed fruits
 - Oatmeal with eggnog topping
 - Toasted English muffins
 - Butter
 - Milk Coffee

Bread Pancakes

2 cups well-packed bread cubes (approx. 4 slices)

2 tablespoons sugar

1/4 teaspoon salt

1 1/2 teaspoons baking powder

1/4 teaspoon cinnamon (scant)

2 eggs

1/2 cup sour cream

1 cup milk

Cut slices of bread into small cubes. Mix all dry ingredients. Mix two beaten eggs and milk, then blend with bread cubes and dry ingredients. Allow to stand about 10 minutes for bread cubes to soften, then beat vigorously. Fold sour cream in lightly. Drop by spoonfuls onto hot greased griddle. Use only small amount of fat. Brown slowly and thoroughly both sides. Serve with syrup or preserves.

These pancakes are very tender and delicious. The batter may be made the night previous and allowed to stand in the refrigerator until ready to cook.

Loop Coffee Cake

2 packages yeast, compressed or dry granular

1/4 cup lukewarm water

1 cup milk

1/4 cup shortening

1/2 cup sugar

2 teaspoons salt

2 eggs, beaten

5 cups sifted enriched flour (about) jam

Soften yeast in lukewarm water. Scald milk. Add shortening, sugar, and salt. Cool to lukewarm. Add two cups flour. Mix well. Add softened yeast and eggs. Beat well. Add enough more flour to make a soft dough. Turn out on lightly floured board and knead until satiny. Place in a greased bowl, cover and let rise until doubled. Punch down. Divide dough into two equal parts. Cover and let rest 10 minutes. Roll each portion of dough under palms of hands to form long, slender pieces about three-fourths inch in diameter. Holding piece by one end, form a ring by making a series of five adjoining loops on a greased baking sheet. Brush with milk. Let rise until doubled. Bake in a moderate oven (375° F.) 25 to 30 minutes. If desired, place a spoonful of jam in each loop. Makes two coffee cakes.

- Main Dishes**
- Pork sausage links or patties with fried apple rings
 - Bacon strips with top-of-the-stove omelet
 - Fried ham and eggs
 - Canadian style bacon with poached eggs on toast
 - Leftover ham or frizzled dried beef in scrambled eggs
 - Creamed dried beef on toast (add a beaten egg for extra richness)
 - Fried corned beef hash or luncheon meat with eggs
 - Sliced orange
 - Hot cereal with cream and honey
 - Fried Philadelphia scrapple
 - Tomato preserve
 - Hot toast strips, buttered
 - Coffee
 - Milk or cocoa for children
 - Cereal with sliced banana (or other fresh fruit)
 - Milk or cream with sugar
 - Spam or ham with fried tomato halves
 - Toast Butter
 - Jam or marmalade
 - Coffee
 - Milk or cocoa for children
 - Bread pancakes and sausage are different, and from the

Alamitos Branch Lebrary, 1836 E. Third St. The judge will be Sidney Pratt, of the Fred Archer School of Photography.

This is the second meeting of the year with Arthur D. Jencks, newly installed president, in charge. Other new officers are: Millidge Day, vice president; Ise Stevens, secretary, and Charles Ames, treasurer.

Members of the board, in addition to the officers, are: William C. Wright, finance; Howard C. Hall, program; Wilson Dresler, print; Floyd Williamson, color; Vella Finne, field trips; Roland Lee, photographer; Don Stevens, membership; Eugene Nye, house; Henry McCutcheon, SAC delegate; D. W. Rushton, technical advisor, and Rosemary Day, public relations and Spotlight editor.

Camera ANGLE

By The Shutterbug

YOUR camera helps you at Christmas time. Why not the year around? The photographic Christmas card has become an extremely

popular way of sending holiday greetings to friends. It has the pleasing advantage of being both a personal and original type of greeting. So, if this system has been so successful at Christmas, it can be useful at other times, too. Think about it a bit and see if there aren't other occasions during the coming year when you could put your camera to work for you.

The illustration is but one example. It was the simplest thing in the world to make, yet it is different and definitely personal. Besides party invitations, how about using your camera to make place cards, book plates and book marks, greeting cards, birth announcements, change-of-address announcements, and calendar decorations. These are only a few ideas. You can probably think of many more.

The first requirement in a project of this kind is to start early enough to complete the job in time for the occasion. If you don't have to rush too much, you can do a much better job.

Creating a photographic message offers great possibilities for clever and ingenious work.



You can use your camera to make clever announcements and personal greetings throughout the year.

The birthday party invitation in today's illustration is an example of the easy-to-make, yet effective, type of photographic message. You could write your message on a blackboard, or a sizable piece of cardboard. You might even create a table-top arrangement to cleverly tell your story.

Your dealer can make the regular prints for you, and then you can mount them on cardboard or combine them with your own artwork. If you have a darkroom, you have

even greater photographic freedom. You can attempt a few darkroom tricks such as double printing, or paste-ups, or the addition of your own line copy. There is just no end of possibilities if you give your proposed project some real thought. The next time some event is in the offing, just see if your camera can't be a big help to you.

A NEW 80-page booklet has just been published by Ansco to provide the latest information on films for black-and-white photography.

Profusely illustrated, the new publication includes complete technical tables, characteristic curves, spectrograms, and other data for exposure and development of the latest Ansco films.

Titled "Ansco Films for Black-and-White Photography," the new booklet sells for 25 cents. The compact 7 1/2 by 5 1/2-inch binding makes this an easy booklet for photographers to carry anywhere for a handy reference.

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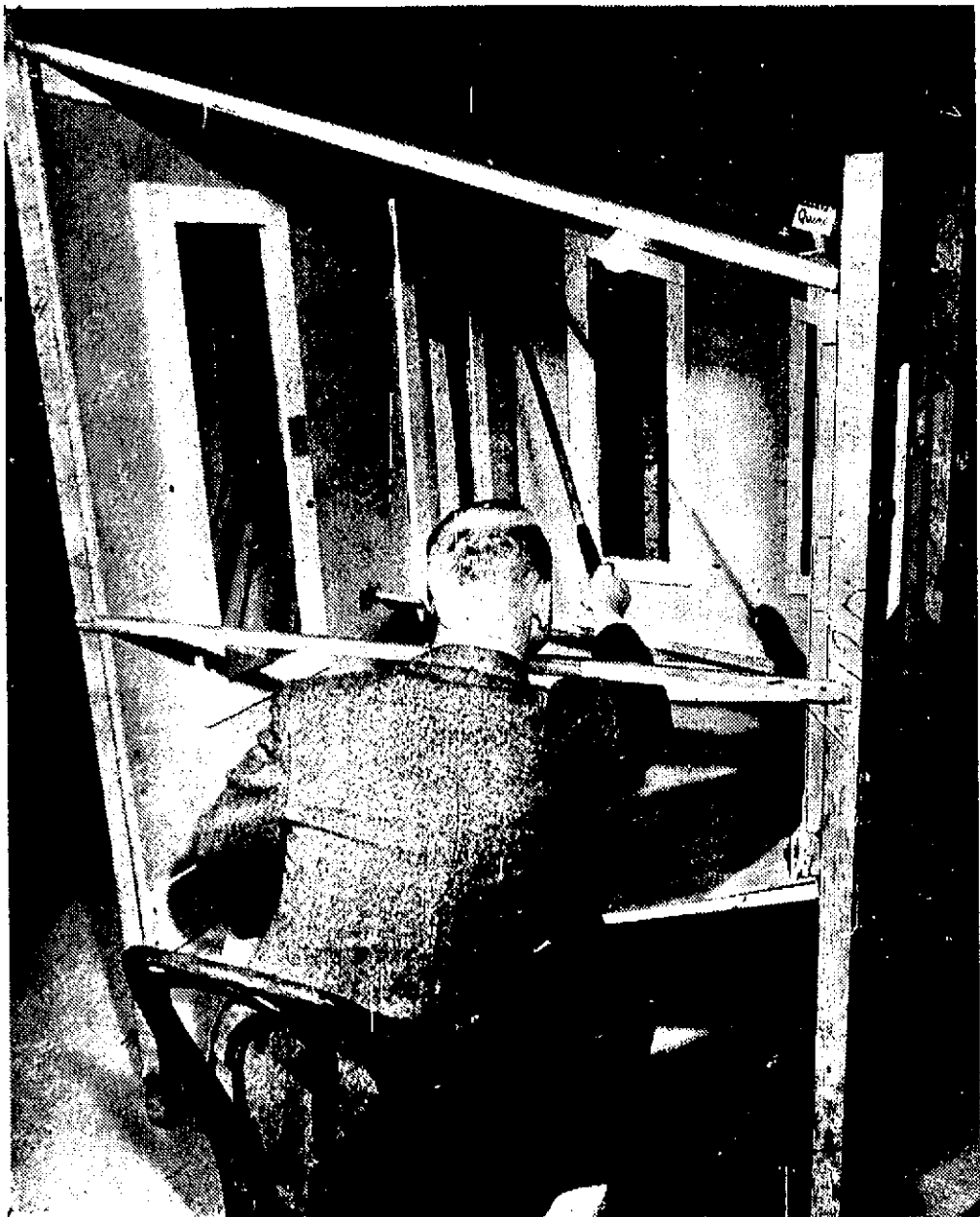
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Loop-the-loop with yeast dough to make this coffee cake. Jam or preserves in hollows of loops give sweet touch to these tasty breakfast pepper-uppers.

When Seeing Isn't Believing

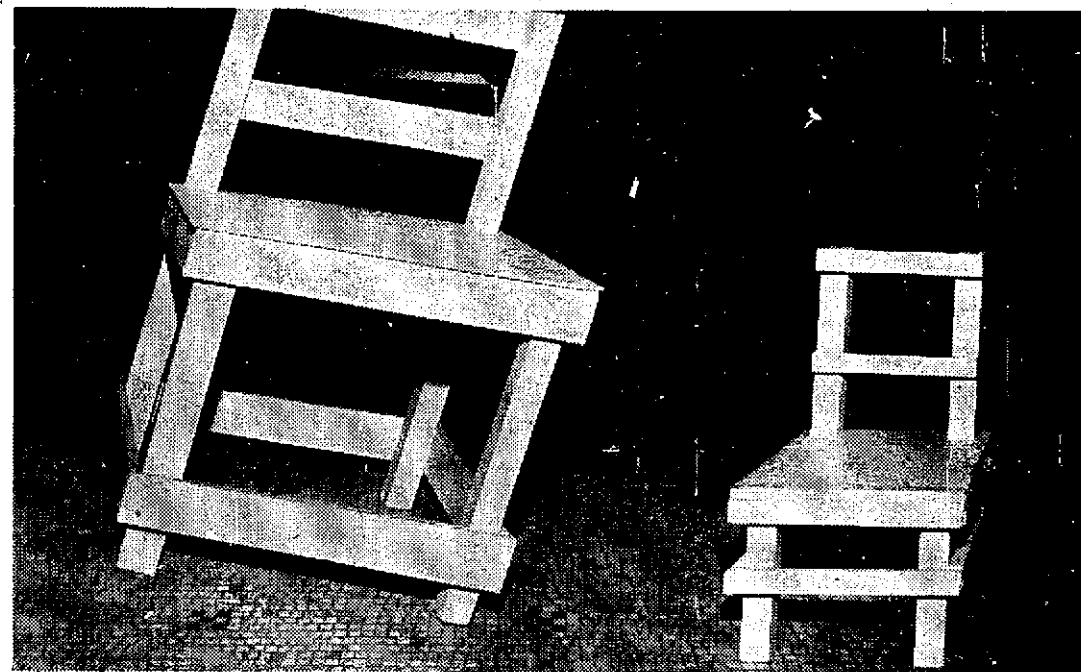


This is a model of the distorted room Princeton uses to prove perception influences actions more than the processes of thinking.

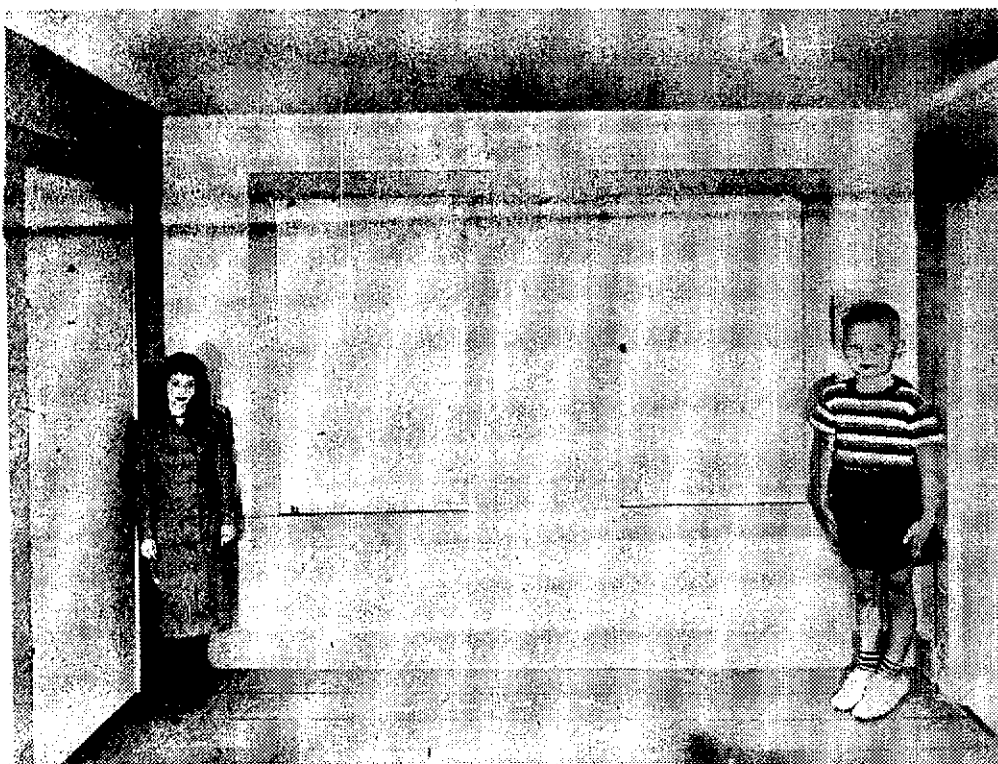
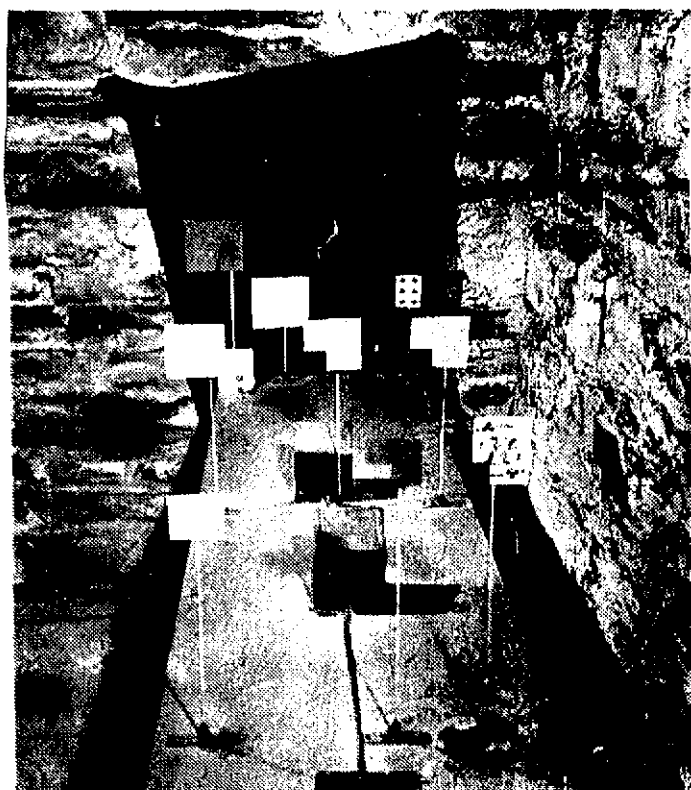
Perhaps the fellow who took his first look at a giraffe and said, "There ain't no such animal!" had something after all. It could be that the long-necked animal is just an optical illusion that has fooled all of us up to now. This theory was generated after seeing a lot of things-that-just-aren't at the scientific "crazy house" displayed recently by the department of psychology at Princeton University. This "crazy house" is not by any means a stunt, but was installed for serious research into the processes of visual perception, which some scientists at Princeton regard as a key to human behavior. The house is fitted with distorting rooms, toy mice, balloons and other devices which appear to be other than they are. It is a house of optical illusions, wherein a six-foot man can be made to appear smaller than a five-footer, or where objects close at hand can be made to look far away while distant objects look near enough to touch. The point of all this may be obscure to the layman, but to a scientist like Professor Merle Lawrence of Princeton the study of illusions has significance. He explains the phenomenon of seeing something that isn't by pointing out that "what you see when you see something depends not so much on what is there as on assumptions you make when you look." He points out, also—and this explains the pictures that accompany this explanation—that the lens of the camera, like the human eye, can be tricked by optical illusions because the lens can only project what it sees to two dimensions. By watching a patient's reaction to various illusions, the psychologist may tell what conceptions the patient has formed and determine the treatment.



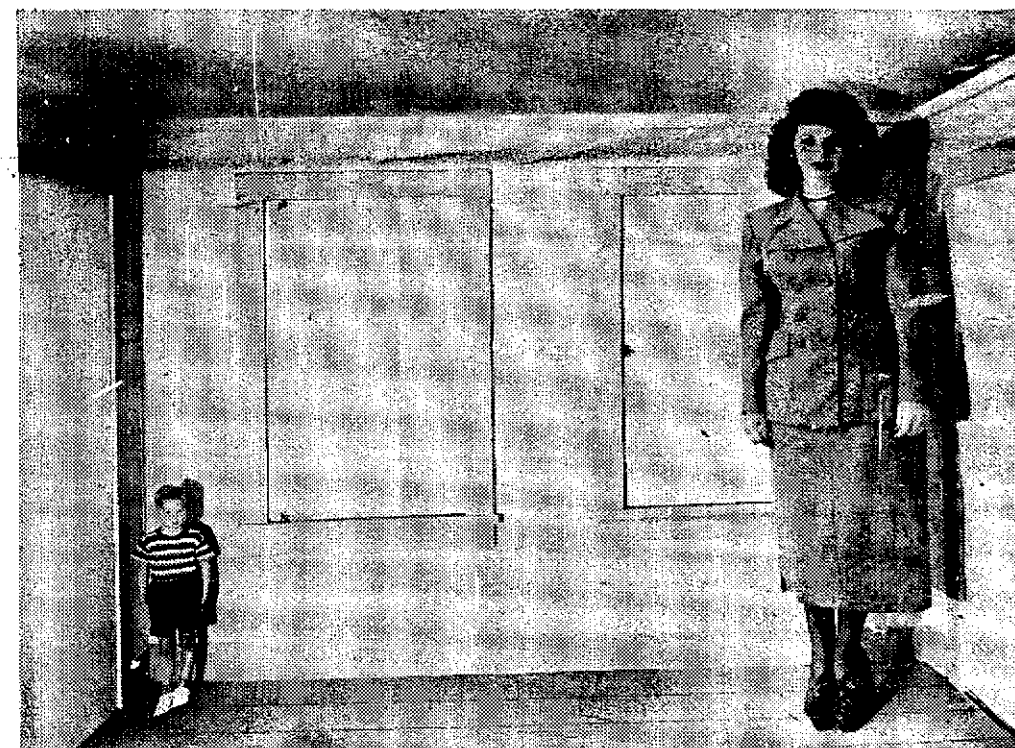
Does the man on the right loom bigger than the one on the left? This is what student sees in viewing distorted room with one eye.



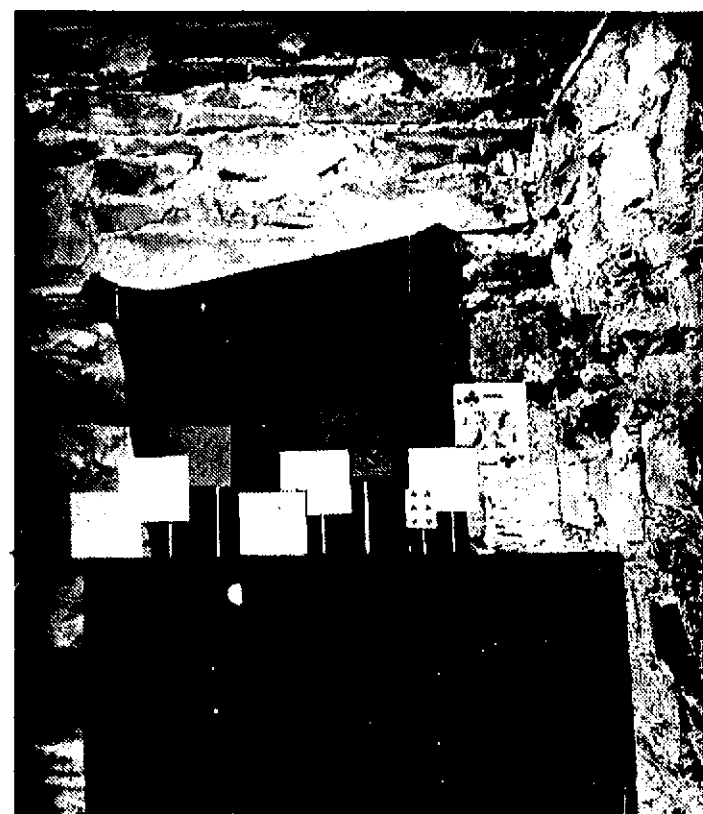
The two chairs shown above, part of distorted room equipment, are unequal here but in the crooked room they look normal, same size.



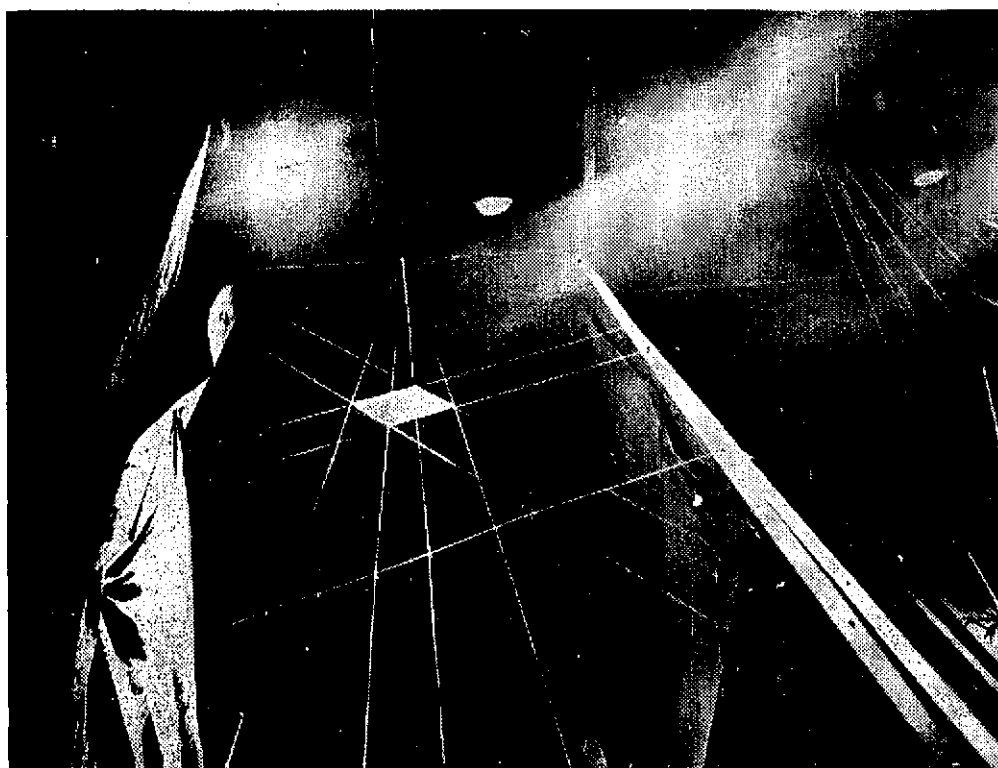
Standing at opposite sides of the distorted room, Robert Mastro and his aunt appear to be about the same size. Now look right.



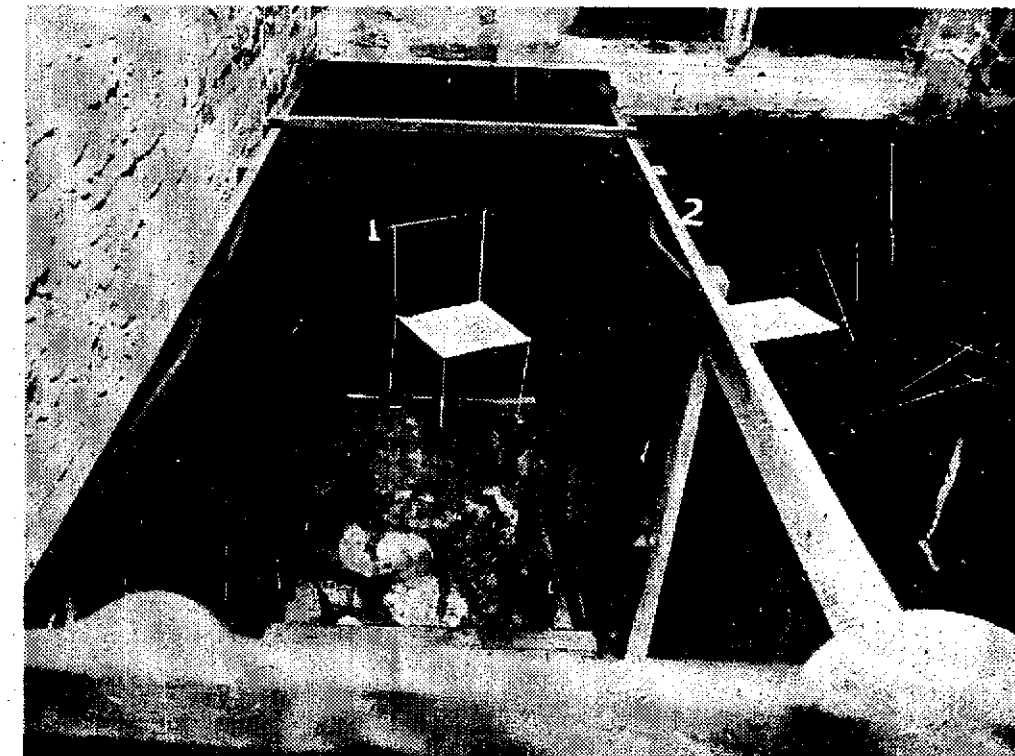
Changing places, Robert is dwarf, Auntie is giantess. The illusion secret: Floor slopes down left, wall slants back toward the right.



Overlapping objects are usually assumed to be at varying distances from the eye and each other, as in the lower picture. Top photo destroys illusion reveals truth.



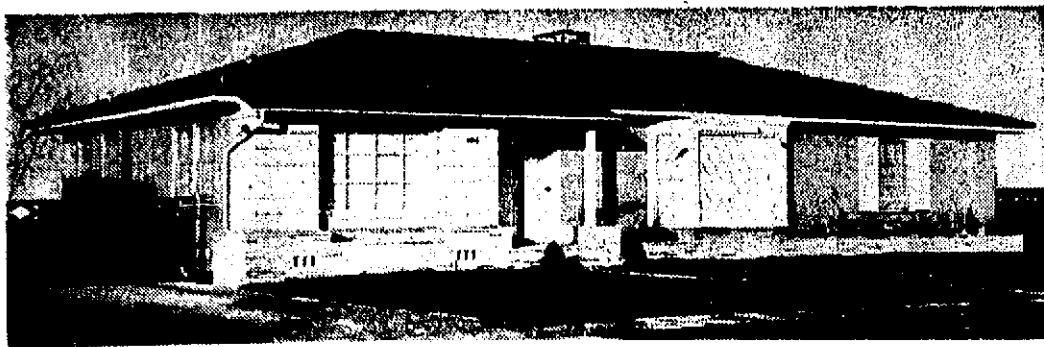
Scientists set up such mazes of lines as those above, working in a square of paper, using lights to create the illusions (right).



The chair that isn't there: At left is what seems to be a rectangular chair that, right above, is only strings-and-paper jumble.

—International News Photos by Frank Mastro

Practical and Attractive



Rose walls, planting boxes of flagstone and a shake roof make the exterior of the Herman Cotters' new home unusually attractive. Home is practical, too.



One wall in the master bedroom is draped with green curtains and topped by a floral valance. The same combination of fabrics is used in spread, shades.

By Dorothy Killam

TODAY'S new houses are as practical as they are attractive. From the floor plan to the automatic dish washer they are planned so that the lady of the house can do most of her own housework and cooking, yet have time to enjoy her family and outside activities. Mr. and Mrs. Herman Cotter's new home at 1133 Cartagena St. is a lovely example of this new trend.

The floor plan, with spacious rooms, is arranged so that the Cotters' twin daughters, Sharon Lee and Sandra Lee, are content to spend much of their time in their own room, the den or the kitchen, which are arranged across the back of the house. The den and kitchen open directly onto the terrace and back garden.

The living room, dining room and master bedroom are built across the front of the house and are arranged so that they escape unnecessary use, thus lightening Mrs. Cotter's housework.

An automatic washer, ironer, deep freeze, dish washer, garbage disposal, electric stove with double ovens, and plenty of storage space—all contribute to the easy upkeep of this house. Proof that Mrs. Cotter has time for something besides housework is the fact that she is her own interior decorator.

The color scheme of greens, browns and reds with yellow accent in the living room is delightful. To get the exact shade of green she wanted on the walls, Mrs. Cotter had her painter see the color on the walls of a friend's home. The ceiling woodwork and carpeting are gray. The painter is credited with much of the beauty of the home, because



The living room couch in the home of Mr. and Mrs. Herman Cotter is especially attractive. It is covered in brown fabric with fringe trim of deeper brown. Greens, browns, reds with yellow accent figure in color scheme of room.

he was able to reproduce the desired colors.

A BAY WINDOW at the front of the room is beautifully hung with floral draperies. A scalloped valance is covered with the same fabric and trimmed with red brush fringe. Glass curtains filter the light and Venetian blinds provide privacy.

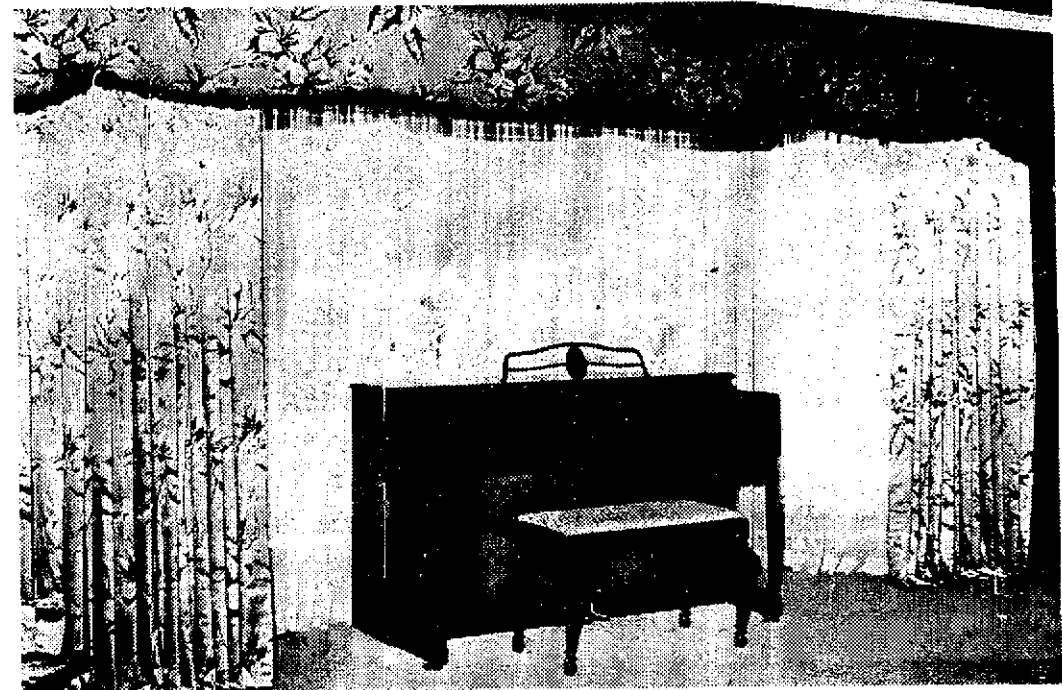
A spinet piano is arranged in the bay window and directly opposite a brown couch trimmed with deeper brown brush fringe is grouped with side tables and a coffee table. Tall lamps on the side tables provide good illumination because of their extra height.

The front door opens into an entry which is not shut off from the living room, but a fluted glass set in a planting box shields the kitchen door and den from view in the living room. The combed wood of the planting box has been painted green, with an antique finish making it an attractive addition to the living room.

Louvered doors lead to the dining room opposite the living room. Above a gray dado, walls are papered in a narrow, striped pattern of gray, green and red. Draperies and shaped valance boxes are of a beautifully hand-blocked fabric in a pattern of red schoolhouses and green oaks. Glass curtains are gray-brown in color over Venetian blinds.

Dining room furniture is all of rich-toned mahogany; chair backs are carved in a ribbon pattern created by Chippendale. A dish cabinet and sideboard are other distinctive pieces.

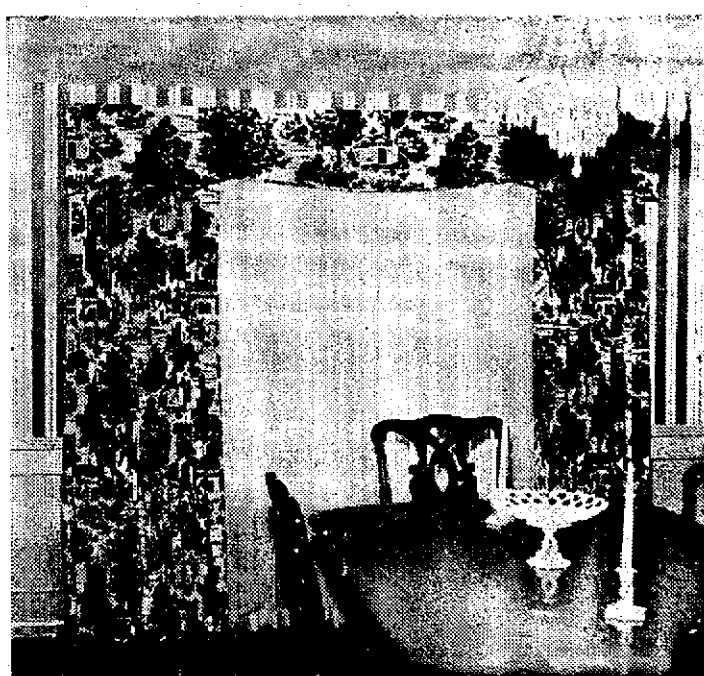
IN THE kitchen, Mrs. Cotter has carried out a color scheme using brown as the basic color. Cabinets are painted brown, ruffled tie-back



Floral draperies and a shaped valance stand out against deep green walls. Glass curtains in this bay in the Cotter's living room serve to filter the light.

curtains at a series of windows are brown check, and linoleum is also brown. The contrasting color used is yellow. One corner of the kitchen is devoted to a dinette, which is papered in a farm scene with yellow background.

Chairs upholstered in plastic material are yellow, and the formica-covered table top is yellow to match. The ceiling and tile sink are also yellow. The sink is built under a window and the work counter turns a corner to form a work table for the stove next to it. Conveniently close to the stove is a closet, where pots and pans are arranged. The closet is also used as a pantry. The



—Photos by Jasper Nutter.

Draperies in the dining room are hand-blocked with a pattern of schoolhouses and trees. Curtains are brown.

refrigerator is built into a niche of cabinets. The ironer and deep freeze are placed in the service porch. Washing is done in a laundry room in the garage.

The den is treated to a view of the back garden through paned windows, which take up one wall. Glass doors opening onto the terrace flank the windows. The terrace is shielded from the sun by a deep overhang of the roof. A valance box which extends the width of the wall is brown and the draperies are green. Casement curtains can be pulled to insure privacy.

The beautifully pegged floor is partially covered with a braided rug which resists soiling. Furnishings are decidedly practical—a couch is covered in brown leatherette; wide, comfortable chairs and a television set. Cabinets and shelves are built around the couch. Books line the top shelves and a collection of mugs decorates the one below. These built-ins are made of combed plywood which has been antiqued in a brown color.

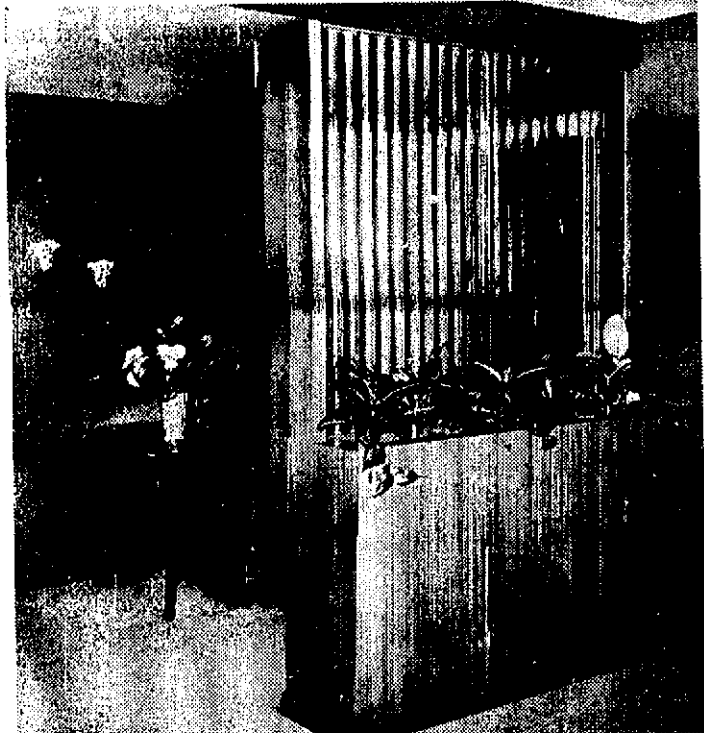
Walls are papered in a plaid paper above a dado of brown combed wood. A hospitable fireplace is of pencil stone with a stone slab hearth. Moulding which surrounds the

Press-Telegram Southland Magazine

For Mantel

TIRED of your mantel arrangement? Could be it's so stiff and fixture-like nobody looks at it anymore. Many mantel arrangements are dull even though they're composed of handsome objects, and many are too formal and lifeless for a cheerful informal room. Work out a new arrangement for a change. Instead of two-by-two pairs of everything set just so on opposite sides of the mantel, try a composition in informal balance. You may be able to use part of your present mantel decoration plus articles you already have elsewhere in the house. Place them so the grouping has unity without rigidity.

An example: A picture on the wall in back of the mantel, off-centered to the left. Two little candlesticks arrayed just at the left edge of the picture. An old clock on the mantel right; three little stepped-down pitchers marching across the mantel, the largest pitcher at the right next to the clock.



Fluted glass, set in a planting-box base, provides a shield between living room and kitchen door and den.

IT'S AN ANTIQUE

Provincial Vaisselier

By Mary Lou Zehms

IT WASN'T too long before the first World War that the rural furniture styles of France began to attract the attention of collectors and connoisseurs. In France this furniture is known as "moblier rustique," but in America the term rustic has become associated with a very different product, so its use here is misleading, and "Provincial" is its proper designation.

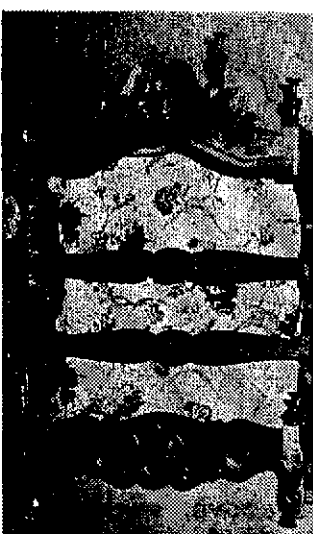
Even though the French bourgeois and the peasants were wealthy at the end of Louis XIV's reign, they still had but little furniture. Their homes contained little more than a four-poster bed hidden behind roughly woven drapery, temporary tables set up by placing boards upon a pair of trestles, a few straw-bottomed chairs, wardrobes to protect the linen and cupboards to hide the dishes and crockery. These latter pieces now differ in dimensions and ornamentation, according to the province of their origin.

Typical of the provincial furniture of the 18th Century are the two pieces illustrated on this page and photographed in a Long Beach antique store, one being a bread-holder and the other a vaisselier or china cupboard with open-faced shelves. Both are made of walnut and the bread box has hand-carved spindles.

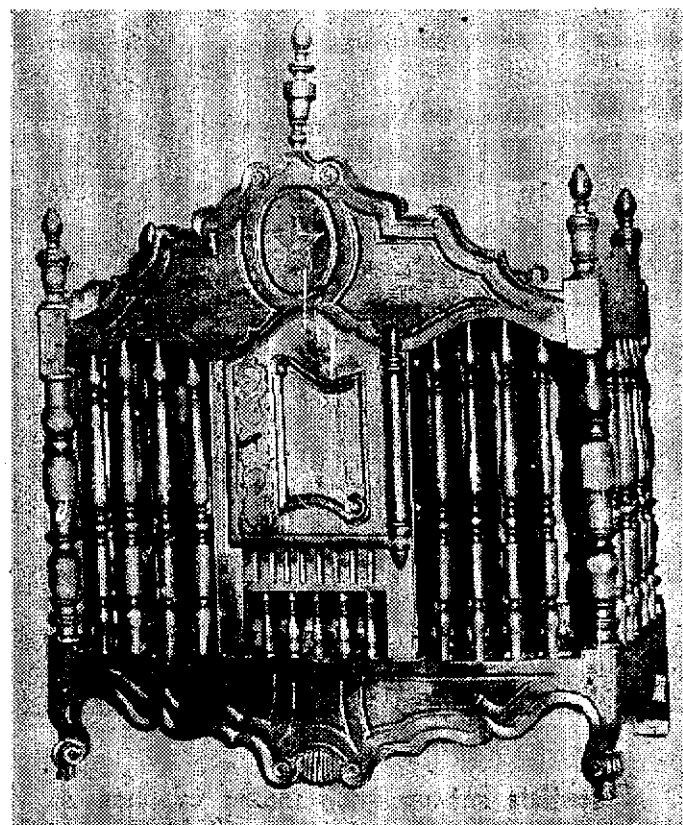
It was during this century,

known in France as "Le Siecle de Louis XV," that furniture adapted to the needs of family life blossomed forth and penetrated even to the depths of the provinces. Simple furniture began to develop along the lines of local and regional customs and the once barren peasant's cottage began to assume a more homelike atmosphere with the addition of pieces such as wardrobes, cupboards, buffets, bread-holders, and others.

The interest in French provincial furniture may be on a parallel with our interest in early American antiques. It has a tradition that we can understand—it fits in with our traditional American furniture and it lends dignity and interest to both country and town houses.



This vaisselier of china cupboard is solid walnut.



This walnut bread holder was made in a French province in the 18th Century. It has hand-carved spindles.

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Before planting, line bottom of pot with broken pieces of crockery to facilitate good drainage.

How to Pot Your Plants

By Bob Gilmore

POTTED plants will cover a multitude of gardening sins. They will prove a valuable asset for every type of landscaping; no matter how large or how small your garden, the widespread use of potted material will provide added interest and beauty. If you want color and fragrance in a hurry, potted plants will do the job for you almost overnight.

Potted plants are characterized by the fact that they are available to everyone. Even the apartment house dweller whose landscaping is restricted to a window ledge can brighten his scene with potted plants all through the year. Many of the most colorful ornamentals in the plant kingdom will thrive in a clay pot. By constantly moving them, your garden will always have a new look.

One of the first things you should learn about potted plants is how to shift them from one pot to the next largest size. Removing the specimen from the original container is a process described by nurserymen as "knocking out."

Place your hand, palm down, across the top of the pot so that the main stem of the plant is between the first and second fingers. Then tap the edge of the pot, holding it in an upside-down position, on the edge of a solid surface. This motion will cause the plant to slide out of the pot. Your hand will catch the plant as it moves out of the pot. Make sure that the soil is damp, or the earth surrounding the

roots may break apart. This will expose the roots to the air and the plant may be badly injured.

When plants are grown in pots, they are in a state of virtual captivity. In their natural habitat, plants usually have all the room for expansion they need. Because of their confinement, you must watch their soil demands very carefully. Each variety has its own more or less peculiar growing requirements. But from a general viewpoint, the soil should be only moderately rich, but well supplied with humus such as peat. Uniformity of soil texture is equally important, which means that if possible the soil should be sifted before being used.

LOOK OUT for fresh manures. Never use them... and this is as true for the outdoor garden as for potted specimens... unless they are thoroughly decomposed. Fresh manure has a burning action on plant tissues; nurserymen say they are "hot."

Before using new pots, soak them in water; old ones should be thoroughly scrubbed. Small cuttings or seedlings should be started in a two-inch pot, place a convex piece of pottery in the bottom of the crock over the drainage hole. The curved section should face upwards; this keeps the soil from clogging up the drainage opening, provides adequate drainage and supplies a certain amount of aeration.

Set the plant directly in the middle of the pot and then, for two-inch pots, fill with soil to a point about one-fourth of an inch below the top of the pot. This forms a basin which allows water to soak into the soil. If the soil level is even



When transplanting from one pot to another, knock plant out very gently, thus keeping the soil intact.

with the top of the pot, water will flow over the sides, rather than penetrate down to the root zone. For larger pots allow a greater depth between the top of the pot and the soil level.

AS THE plants grow, they should be shifted to the next largest-sized container. When the roots completely surround the ball of earth, then it is time to make the shift to the larger pot. Dark-colored roots usually indicate this condition. If you fail to shift the plant, you may stunt its growth.

Watering is one of the most important jobs when growing potted material. The best way of supplying moisture is to set the pot in a pan or other container filled with water to a point below the top of the pot. This allows the water to move

up by capillary action. It is the most effective way of watering potted specimens.

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It's Bare Root Time

By Walter Finch

It's bare root time in the home garden world and the planting of dormant roses and bare root fruit trees is at its peak. Nurserymen's stocks are good and selection is wide. Several rose introductions for 1950 lead the list of favorites for the rose fancier and all of the old standbys are available. Planting bare root roses is the most inexpensive method of developing a rose garden. Roses sold in this manner are most economical to buy and are quite easy to plant.

Nurserymen are glad to give advice on how to plant for best results and are always ready to advise the newcomer

on what roses are best to plant in Long Beach. Soil conditions vary in an area as large as Long Beach and it is well to study soil before planting, determine its needs and work it over well to correct any faults. Here again, established nurserymen can be of help. They know soil conditions in most areas of the community and can tell the amateur gardener how best to prepare his garden. Climate and soil in most of Long Beach are suitable to growing many varieties of fruit trees. These trees will yield one of gardening's greatest thrills—growing one's own food.

Here again, soil conditions

should be studied and advice of skilled growers, obtained on how and what to plant, how to feed and water trees for best results. Nurserymen are always glad to answer questions on these matters and usually are helpful far beyond a mere desire to sell merchandise. Most of them are enthusiastic growers, themselves, and like to "talk shop" when they are not too busy with a rush of trade.

Among bare root fruit trees now being offered are peaches, apricots, plums, prunes, almonds, nectarines, apples and pears. Budded trees of good size and with heavy root systems are available.

Berry plants and grapevines also may be planted now for a good start on their season's growth.

Tips on Gardening

GARDEN tips for the week.

... In the Long Beach area the spring planting season usually starts with a bang right after the first of the year. One of your first jobs should consist of clearing away all debris, old, dead and dying plants. Do a wholesale job of cleaning up your premises.

Soil conditioning is an all-important task. Too many amateurs believe that dumping a pound of plant food on the soil solves the problem. Actually, in many cases, this is of little value. You must first get the soil into condition so it can

make use of plant foods. Use as much humus as possible. This is available at nurseries in the form of manures, peat and leaf mold.

You will be wise to select your nursery stock carefully. Buy quality, rather than quantity. Most of the plants you buy now are perennials; so get the best because they will be in your garden for many years.

Rose bushes should go into the ground as early as possible. This year be sure you try a few of the All-America Selections. They represent the best that American rosarians have been able to create.

Fruit Tree Planting Time

By J. J. LITTLEFIELD

Plant some deciduous fruit trees now. Two or three years from now you'll have fun picking your own fresh fruit.

Small city lots discourage planting many fruit trees because the trees should have at least a twelve-foot diameter space between them.

Three of the most fruitful trees to plant are fig, peach and plum. Have your Red Star plant food dealer select the varieties most suitable for your locality. He will be glad to cut those fruit trees back properly before you plant them. This cutting back will cause the trees to have lower trunks. Consequently they won't grow so spindly-tall. The trees will be bushier, making it more convenient for pruning as well as for picking the fruit.

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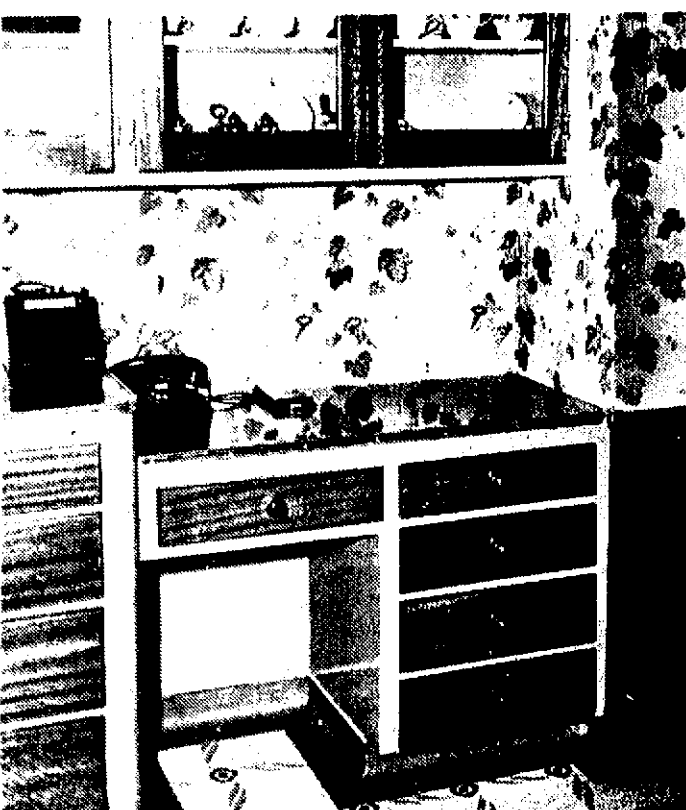
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Desks In The Home



Jean and Barbara Bixby have desks in their bedroom, providing quiet surroundings for them when it is time to study assignments in school books.



Built into a corner of the kitchen, a mahogany desk is decorative, practical in home of Paul McKenzies.



This niche in the Maynard Robinson home was just right for a built-in desk. Grain of light wood is stressed.



An attractively-finished desk is placed to effect an entry in the living room of the Edward Barbari home.

By Althea Flint

PLANNING in many modern homes allows for setting up a desk in living room, kitchen, den or bedroom—the desk to be a separate article of furniture or a built-in fixture of the house. Many of the built-in variety are integral parts of shelf-drawer-desk arrangements.

Several ideas incorporated into modern desks are pictured on this page, all but one of them being built-ins.

In Mr. and Mrs. George A. Richards' new home at 1021 Marshall Pl., a long desk with drawers and cabinets below and bookshelves above is built against one wall. The bookshelves reach to the ceiling and are surrounded by scalloped wooden frames.

This built-in desk is one of the most attractive and practical things in the den. Its drawers and cabinets provide storage space for many things besides writing equipment. The wood is naturally finished to bring out the beautiful grain and black hinges give it a provincial look, permitting it to blend with period furnishings. Wallpaper in a coach scene covers the wall and is also used behind the bookcases.

A niche in the den at the Maynard H. Robinson home, 5375 Vista St., was just the right size for a built-in desk and bookcases. Ornate pulls on the drawers are in keeping with provincial furnishings used throughout the house. Shelves in the bookcase above are adjustable for arranging books and knick-knacks of varying sizes.

THE door to the right of the desk leads to a closet and a glass door on the opposite side leads to the enclosed patio. The ladder back chair which serves this desk points up the provincial motif.

Desks are also becoming important parts of kitchens. They provide a place for the lady of the house to make out her menus, phone the grocer, make out laundry lists and do any of a dozen other things. Mr. and Mrs. Paul McKenzie Jr. have a good looking desk in the kitchen of their home at 5251 Las Flores St.

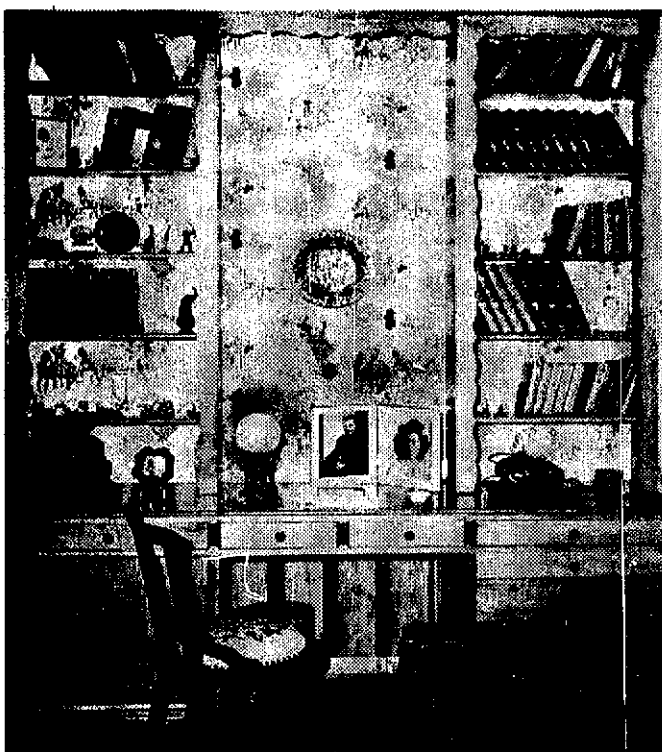
Drawers of this desk are of Honduras mahogany, like the other doors throughout the kitchen. Cabinets are painted a light green against which the deep naturally colored mahogany stands out. The desk top is of the same mahogany which has been treated with a formica finish so it won't scratch or stain. Above a dado of mahogany, the wall is papered with an ivy leaf pattern.

Jean, who is 11 years old,

Kitchen Setting

SAVE money by purchasing all-white kitchen cabinets and other equipment, which cost considerably less than colored, and use the floor and walls to provide needed color at low cost. This is easy with the wide range of colors, available in asphalt tile flooring, and interesting designs can be created by using tile and narrow strips of material in contrasting colors.

Paint the walls to harmonize—sunshine yellow if the predominant floor color is blue; pink if beige tile is used for the floor. Use black squares to accent light-colored tile; light green to accent dark gray.



Desk and book cases were constructed on a wall of the den when Mr. and Mrs. G. A. Richards built their home.

—Photos by Jasper Nutter.

and Barbara, 8, daughters of Mr. and Mrs. Llewellyn Bixby Jr., 45 Dana Pl., have a room of their own which is conveniently equipped with built-in desks so they always have a place to do home work. One desk is built in a corner and the other juts out from cabinets and shelves built along one wall.

EACH OF these desks is equipped with adjustable lamps—a very important feature. Their natural wood tops are finished in light, natural-colored wood so that dust and scratches will not show as they might on dark wood. Each is provided with drawers beneath the tops.

Desks are also effectively used in living rooms. The one

TIME

(Continued From Page 2.)

the equation of time, Walker says. But each dial must be individually designed for a specific locality. For instance, a San Francisco dial would not be accurate in Long Beach.

WALKER, a former bomber pilot in World War II, says he has been "fooling with dials for four years," but he was interested in them long before the war. His interest was quickened when he studied celestial navigation in his flight training. His hobby has necessitated research in astronomy, celestial navigation, mathematics and literature.

In his search he has discovered many quaint mottoes that are favorites of dial makers, such as these:

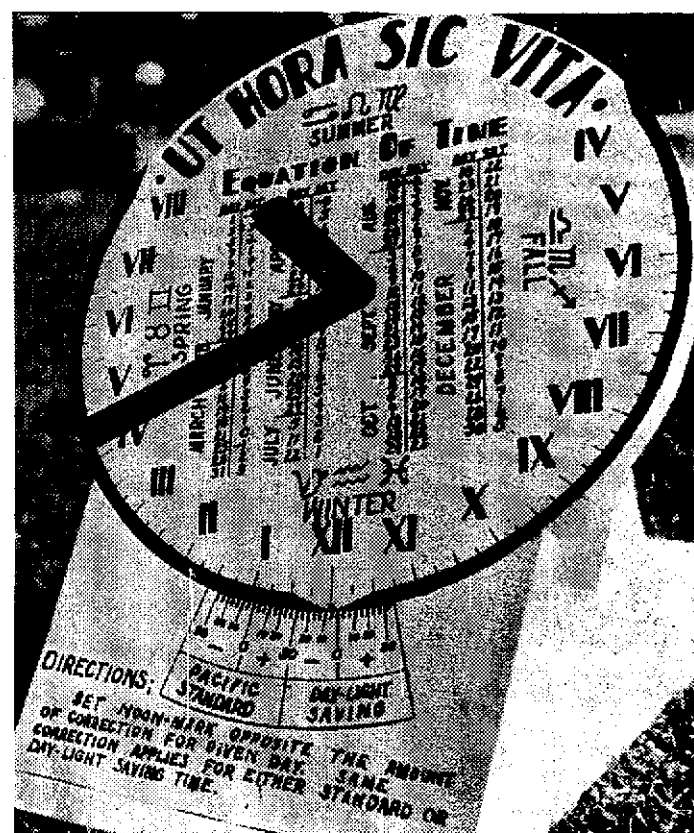
"I tell not the hour when the sun will not."

"Light and shadow by turns, but always love."

"Life is as an hour."

So far as is known, Walker is the only active dial hobbyist on the west coast. He is interested in starting a dial club, and he has offered to assist those interested in the subject in designing and making dials.

shown in the living room of Mr. and Mrs. Edward N. Barbari, 4630 Green Meadow Rd., is placed to one side of the front door to effect an entry. It is not built-in but is finished in light wood to blend with other modern furnishings.



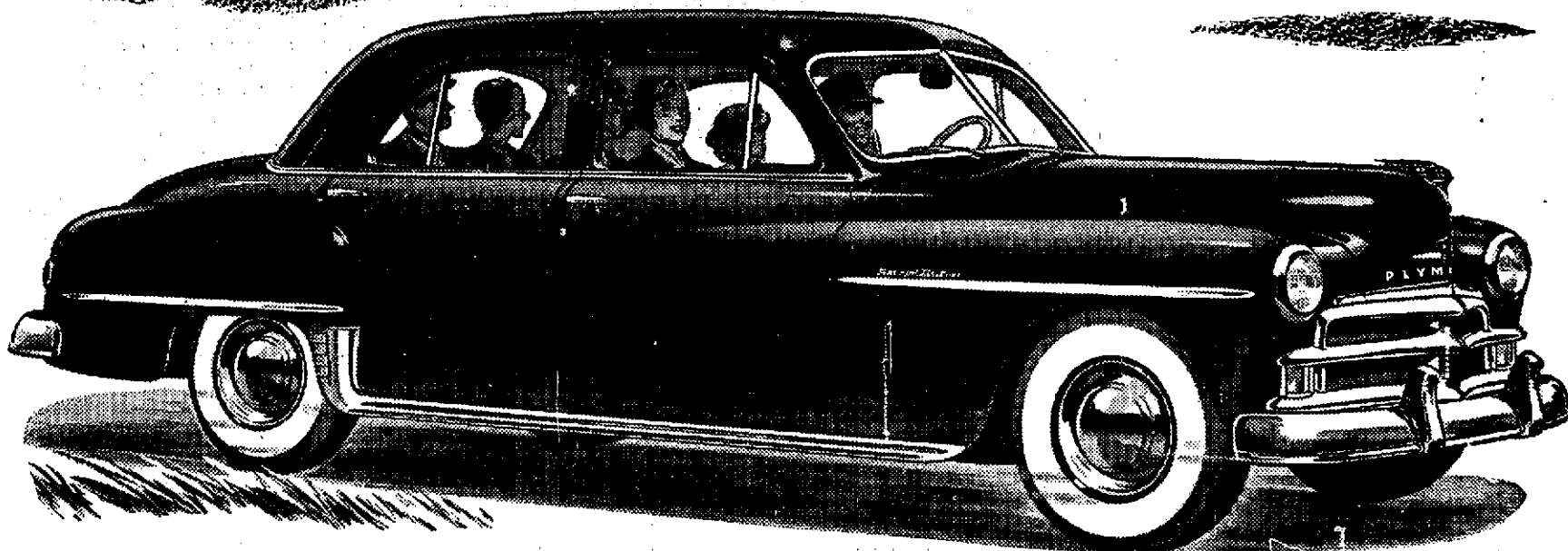
Equatorial dial will record standard time for a week if set by computation of time by equation.

USING UP LEFT-OVERS

One of the problems of home cooking is using up day-old left-overs from the table—usually the dinner table for which an over-supply of meat or vegetables has been prepared. Some "eaters" refuse to consider these leftovers as suitable food. They want a new deal every day. However, left-overs can be made into attractive and tasty dishes, as you will see in the cookery columns of next Sunday's Press-Telegram.

SOUTHLAND MAGAZINE

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packed with value... and ready to prove it

It's loaded with value—the biggest and best bargain your automobile dollar ever had a chance to buy! It's the great new low-priced Plymouth—the car that looks and acts like the high-priced cars.

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Take a good long look at this good-looking, long-lasting car—at your Plymouth dealer's now. Then drive it and see how beautifully it handles on the road. And then ask yourself if this isn't that wonderful new-car buy you've been waiting for.

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See this new American Beauty at your nearby Plymouth Dealer's now

NOW—MORE THAN EVER—THE CAR THAT LIKES TO BE COMPARED

Colorado's New Highway Safety Program Pays Off

By ROBERT L. MARGOLIN

DENVER. (AP) Colorado state officials think they have found the formula for solving their traffic safety problems.

They've tossed the traditional safety campaign out the window, substituting a long range plan that has begun to pay off in a marked reduction in traffic deaths.

The plan went into effect two years ago. There were 25 fewer traffic deaths in the first 12 months. In mid-November this year, with a month and a half to go, the highway death toll was down 24 from the year before.

The big factor in the traffic death decline, says a Colorado Safety Council Director, William Foulis, was an act of the 1947 Legislature. It set up a permanent safety council with the heads of seven key state departments as members. The law was so designed that a long range traffic program could be set up and maintained no matter which way the political winds were blowing.

The real test came this year when the 1949 Legislature didn't provide a cent for the agency. Each member department of the council made some contribution to carry on.

One department pays the salaries of Foulis and his secretary, another provides office furniture, a third a car, a fourth gas and oil, and so on.

Last year Colorado won four of a possible 10 safety awards and the state was judged the safest state in the Rocky Mountain region by the President's National Safety Conference.

CODE UNIFORM

The council has compiled and published a uniform traffic code which has been adopted as a national model by the President's conference.

In northeastern Colorado a five-year traffic fatality study has been completed for the state's largest county. It is so detailed that the highway department has been able to use it to spot and rebuild unsafe stretches of highway.

The safety patrol uses it for selective enforcement, that is, the cops don't waste time patrolling sections where accidents aren't likely to happen.

Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

THE Long Beach New Car Dealers Association held its election of officers for 1950 Tuesday at the Lafayette Hotel.

Voted in as president was Hal Tuttle, head of Long Beach Buick; vice president will be Bob Crooker of Beach City Chevrolet Co., and Bud Ridings, Cadillac dealer, has the post of secretary-treasurer. Elected to serve on the board of directors was John Berry, C. Standlee Martin, Bud McKenzie and Bill Bryant.



HAL TUTTLE

Officers who served during 1949 were Bud McKenzie, president, Art Hall, vice president, and Joe Ricketts, secretary-treasurer.

In last week's column we asked our readers to send in their opinions of the proposed "1000" Nash automobile that is awaiting U. S. public reaction before going into production. Here are a few typical comments we received in the mail:

Virgil K. Latham of Long Beach writes, "I think the low-priced Nash is really nice, but I prefer American-made engines instead of the foreign type proposed because it would be easier to get parts."

Martin Mikkelsen of Westminster, says, "Nash deserves a lot of credit for bringing out such a fine car. Our family would buy three of these 1000 cars if they went into production."

Norman Masterson of Long Beach, reports, "I would definitely be interested in an American-made car similar to the Nash pictured in last Sunday's Press-Telegram. A really smart American car offering economy and sports possibilities would be preferable to a foreign import."

R. E. Stanick of Bellflower, says, "My opinion of the 1000 auto is it would bring back the old difference between a car and an automobile."

Chet R. Richardson, commercial sales manager of the Richardson Tire Company, has just returned from a General Tire Company convention of key distributors at the General plant in Akron, Ohio.



CHET RICHARDSON

"This is the first meeting of its kind held by General since before the war. Beside touring the factory and going over plans for service and operation in 1950, we previewed a new General tire," Richardson said.

"In addition to our Silent Grip and Super Squeezee we will have the new Silent Safety, a cold mix rubber tire designed for long mileage at low pressure with a new quick stopping fea-

ture, and a very high safety factor," he reported.

En route to Akron Richardson stopped over at Kansas City to compare notes with Larry McDowell of the Kansas City branch on modern truck tire servicing and maintenance.

DEALERS DOINGS—Frank Storey and Joe Ricketts, who operate the Hudson agency at 750 American Ave., announced last week that they bought out the Herb Bear Hudson dealership on East Anaheim St. and will now be exclusive Hudson dealers in the Long Beach area.

All operations are now being moved to the American Ave. location where they are enlarging parts, service and body shop departments.

Storey-Ricketts reported. The agency heads also revealed that Hudson's newest model, the Pacemaker, is now on display in their showrooms.

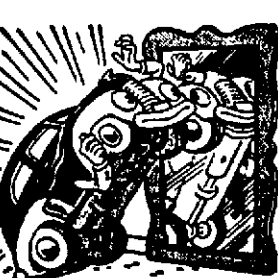
The Pacemaker is Hudson's entry into the low-price automobile field.

Vic Del Coma, service superintendent for Ed James, local Studebaker dealer, has been chosen to drive the 1950 Studebaker Champion in the Mobilgas Grand Canyon Economy Run being held next month. Del Coma has just returned from a trial spin over the route to be taken and reports that the trip has its scenic aspects as well as providing a tough test for any car.

Novel License Plate

CRAB ORCHARD LAKE, Ill. (AP) A truck belonging to the Crab Orchard haven for paraplegic veterans bears a license plate designed especially by the state automobile division. This plate carries the name of the haven and its sponsor alongside a picture of a veteran in a wheel chair.

GIVE YOUR CAR THE NEW LOOK AUTO PAINTING



- BAKE ENAMEL
- AUTO ACCESSORIES
- BODY REPAIRS

IRWIN

AUTO WORKS
2525 East Anaheim

It Costs No More In OUR MODERN PAINT SHOP
Phone 8-5009

Better Mufflers for Cars Needed, Engineers Told

DETROIT. (AP) There is room for much improvement in automobile mufflers, a manufacturer reported to the Society of Automotive Engineers.

E. E. Bryant of the Nelson Muffler Corp., Stoughton, Wis., told the engineers that intensity of competition in the muffler industry virtually excludes the use of better and more costly materials.

Bryant described the development of an exhaust system that eliminates the separate muffler by incorporating muffling functions in the exhaust manifold. Its construction was said to be expensive, but justifiable when space saving was mandatory.

BETTER BRAKES SOUGHT

J. G. Oetzel of Warner Electric Brake Manufacturing Co., Beloit, Wis., reported there was great need for the development of new materials to be used as brake linings and clutch facings. Engineers, he said, now were working close to the limits of all known materials in that field.

The engineers heard T. A. Boyd, noted chemical researcher, say great advances in automobile fuel economies lie ahead if research in high compression engines and fuel itself is pressed as vigorously as it has been in the last two decades.

Boyd was one of the original researchers who developed tetraethyl lead as an antiknock compound for automotive and aviation fuels. He was presented with the Harry L. Horning Memorial Medal for "distinguished service in the field of mutual adaptation of fuel and engines."

ARMY REPORTS

Gen. J. Lawton Collins, United States Army Chief of Staff, told the engineers of some of the Army's progress in developing superior tanks, aircraft and other combat weapons.

Gen. Collins also said that millions of dollars worth of World War II equipment has been rehabilitated at tremendous savings, in terms of present costs.

In Japan, he said, general purpose Army and Air Force vehicles, shipped from the islands of the Pacific, are being reconditioned at the rate of 1000 a month.

In Germany, he said, \$220,000,000 worth of equipment, including 38,000 vehicles, has been rebuilt. Last year in the United

States, he said, approximately \$526,000,000 worth of Army equipment was rehabilitated at tremendous savings, in terms of current procurement costs.

PROMISE NOTHING

The car engineers aren't making any definite promises regarding what mileage may be expected with the higher compression engines. They know that with stock cars of four and six-cylinder engine type they have in

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AUTOMOTIVE News

Auto, Oil Engineers Seeking Ways to Boost Gas Mileage

By DAVID J. WILKIE

DETROIT, Jan. 14. (AP) The nation's automotive and petroleum engineers are trying harder than ever to squeeze more miles out of automotive fuel.

This was emphasized in the Society of Automotive Engineers meetings here this week and also in informal discussions between meetings. The task, of course, requires the close cooperation of both car and oil industry experts.

The experts in engine and fuel research agree there still is much to learn about the possibilities of a gallon of gasoline. The car engineers say auto engine efficiency, measured in fuel economy, has been increased by 30 per cent during the last 20 years.

MORE GAINS AHEAD

They say also that when higher quality fuel becomes available the engine compression ratios can be increased to the point where another 30 per cent gain in fuel mileage may be expected.

The petroleum experts have shown in actual tests that anything that eases the load on the engine automatically increases gasoline mileage. One petroleum engineer reported that as much as 150 miles had been squeezed out of a gallon of fuel. However, it was done under conditions impracticable for every-day motoring.

But significant in his report was the assertion that by stepping up engine compression ratio to about 16-to-1, five miles more per gallon was attained. The average present-day compression ratios are 8½ and 7 to 1. There is no fuel now available generally for 10 to 1 compression ratio power plants.

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PROMISE NOTHING

Tricks That Got 150 Miles on One Gallon Revealed

DETROIT. (AP) You can drive your car 150 miles on a gallon of fuel but you won't—not for a long time.

Tests with a modern automobile have yielded that unprecedented mileage, the Society of Automotive Engineers was told here.

R. J. Greenshields of Shell Oil Company, Woods River, Ill., said the feat was achieved through numerous adjustments and mechanical changes. Included were 110-pound tire inflation and a drive-and-coast method of operating. Ordinary inflation is from 25 to 35 pounds.

Greenshields reported on tests conducted during the last 10 years. By inflating tires to 110 pounds, increasing engine compression ratio and substituting light grade motor oil for normal lubricants in crankcase, transmission, differential and axles, he said test drivers got nearly 50 miles from a gallon of fuel.

MILEAGE INCREASED

With engine accessories made inoperative by removing the fan belt and adding an overdrive to the powerplant, the mileage got up to 60 to the gallon.

A lot more things were done to the car to get 150 miles from a gallon. Among them were setting the carburetor at minimum consumption and spark for a light knock at full throttle. The crankcase was insulated and the radiator covered. Inlet manifold and exhaust manifold were combined by wrapping with asbestos tape.

Then the driving technique of accelerating and coasting was developed. The car was accelerated at full throttle in high gear to 20 miles an hour. Then the engine was stopped until the car slowed down to five miles an hour. The cycle of accelerating and coasting then was repeated.

STOCK CARS USED

This, Greenshields reported, resulted in a maximum economy of 149.95 miles per gallon. The tests were made with stock cars over a 14-mile controlled course.

Greenshields agreed the motor public never could be brought to adopting these procedures. He said, however, the average motorist can improve fuel economy by driving at reasonable speed, properly adjusting carburetor, distributor and spark plugs and otherwise maintaining his car in top condition.

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Hudson Dealer is
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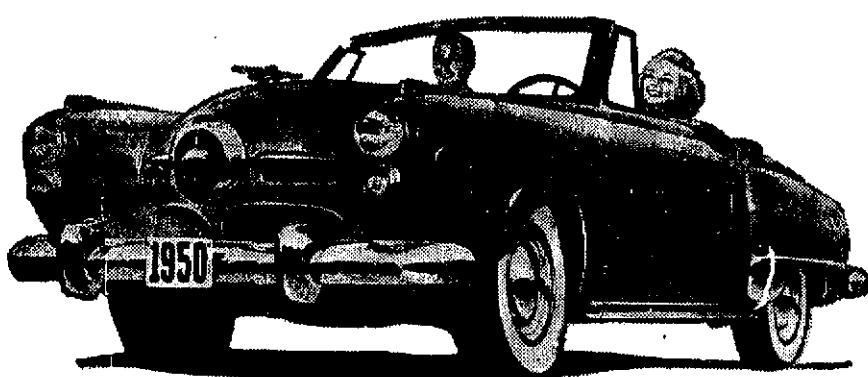


750 AMERICAN

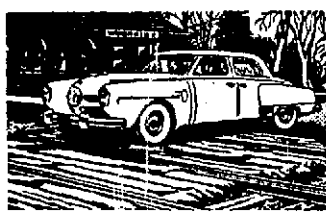
For your next Hudson, or for reliable service on your present Hudson, remember, it's Storey-Ricketts, where trade-ins are high and terms are easy!

Now Enlarged

To meet the demands of our ever-increasing clientele, we've enlarged our services, shop and parts facilities, and have added the personnel of Herb Bear in those departments. A new rear exit on 8th Street has been added for convenience. For the finest in care and repair of your Hudson, bring it to the Hudson specialists at Storey-Ricketts. Their know-how and special modern equipment eliminate guesswork, thereby saving you time and money!



Will You Take \$350 More Than Your Car Is Actually Worth In Trade on a Breath-taking New 1950 Studebaker?



Even humpy roads feel smooth! Rough spots seem to flatten out as though they weren't there. The 1950 Studebaker is masterfully engineered to give you really relaxed comfort—with delightful ease of handling!

ED JAMES
Is Ready to Deal With You on That Basis
TODAY!



Rough going? Not for this Studebaker! The superbly balanced Studebaker design combines with a newly perfected coil spring front suspension to flatten out the roughest spots. It's a real "Miracle Ride."

HOW DOES HE DO IT? THROUGH VOLUME!

That's right! While others sell only a few cars, Ed James delivers hundreds—and this volume enables him to operate on a much lower unit profit—and that's where you come in—you save the Big Difference! Easy Credit? You said it! Come and Get it! Low as 25% down, long as 30 months to pay. Open nights until nine!

"CHAMPION"
PRICES START AT
\$1797
DELIVERED HERE!

"LAND CRUISER"
PRICES START AT
\$2773
DELIVERED HERE!

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\$2357
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Take a Look! Take a Ride! You'll Take One Away! Today!

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The powerful 1½-ton and 2-ton Studebaker trucks are available in four wheelbases. Studebaker's Power-Plus engine in this 16A and 17A series gives exceptional horsepower and high torque.

Get the extra earning power of low-cost Studebaker power!



Streamlined Studebaker trucks in ½-ton, ¾-ton and 1-ton models are available with pick-up and stake bodies. Two Studebaker exclusives—automatic overdrive and easy-ride, 2-stage rear springs—may be had in the ½-ton and ¾-ton models, if desired, at extra cost.

- Get a winning combination of high torque and money-saving gasoline economy for your new-truck money! Get a husky, handsome, unmistakably modern Studebaker truck!
- Studebaker's Power-Plus and Econo-miser truck engines generate America's thriftiest pulling power. You wheel through tough going and up hard grades with absolutely amazing ease!
- There's new spaciousness, new safety, in the big-visibility new Studebaker cab! There's rugged durability throughout every Studebaker truck's structure! Stop in and get the proof now!

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STUDEBAKER TRUCKS LEAD IN COMFORT AND CONVENIENCE FOR THE DRIVER!

Automatic Transmission Halts Creeping

DETROIT. (AP) The nation's automotive engineers heard reports here on automatic car transmissions, higher altitude aircraft and fuel research. Technical details of the new Chevrolet and Studebaker transmissions were related to the annual meeting of the Society of Automotive Engineers. General details of Chevrolet's new device were announced with the introduction of its 1950 model cars last week. Reporting on the transmission soon to be introduced by Studebaker, H. E. Churchill, the company's research director, described it as a hydraulic torque converter. He said it is adaptable to a standard power plant, has no creep with the car stationary and in gear, and that it has a transmission cooling system independent of the engine cooling. Creeping has been a common complaint about automatic transmissions, especially with fluid coupling. It has been eliminated, Churchill said, by a device that automatically applies rear brake pressure when the car is stopped and kept in gear. The brake pressure is released automatically with the initial reopening of the throttle. The engineers were told also that aircraft are now being designed for safe and satisfactory operation at flights seven to eight miles above sea level. F. E. Carroll Jr. of the Air Material Command, Dayton, Ohio, reported lubricating systems of aircraft used during World War II are being redesigned for use at extreme altitudes. Other features of aircraft also are receiving attention for the same purpose, he said.

Truck Tonnage High

Commercial truckers transported 10,000,000 tons of products over Minnesota highways in 1949.

Teen-age Driver Training Seen as No. 1 Remedy for Nation's High Auto Toll

WASHINGTON. (AP) Safety experts rate 'teen-age driver education as the No. 1 remedy for the nation's appalling toll of auto accidents—some 32,000 persons killed and 1,200,000 injured annually.

Norman Damon, vice president of the Automotive Safety Foundation, regards the high school driver-training program as "the most important single hope for better driver performance."

Damon says "there has been more postwar progress in school driver training than in any other field of traffic accident prevention."

Lou E. Holland, president of the American Automobile Association, says "extension of driver training to every high school in America would go far toward solving the automobile safety problem."

Holland cites a survey in Delaware showing that untrained drivers were involved in about five times as many accidents as school-trained drivers.

400,000 TAKE PART Some 400,000 students in 8000 public high schools participated in driver education during the 1948-1949 school year, according to reports to the National Education Association. A number of



TESTING FOR ECONOMY RUN—Shown above, left to right, Les Ratley, showing valve spring tension to Bud Ridings, local Cadillac dealer, and Lauren Bennett. Ratley and Bennett are members of the technical staff for the American Automobile Association, who are checking one of Ridings' cars for the forthcoming 1950 Mobilgas Grand Canyon Economy Run to be held Feb. 15 and 16. The purpose of the inspections by the A. A. A., is to determine that all of the automobiles entered in the run conform to factory specifications and are identical to those that could be purchased from any dealer by a customer.

Everything NEW for "50" is NASH

COMPARE THESE FEATURES AND ACCEPT NOTHING LESS

- 1. SMOOTH-FLOWING HYDRA-MATIC
 - 2. FAMOUS GAS-SAVING OVERDRIVE
 - 3. STANDARD TRANSMISSION
- IN USE OVER TWO DECADES

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UP TO \$300 OVER MARKET FOR YOUR TRADE-IN

495⁰⁰ Down—54⁰⁵ Per Mo. SEVERIN MOTORS

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SILICOTE

Lasting protection that keeps the finish of your car like new. Completely restores luster. Impervious to moisture. Unaffected by smog. Resists heat, sun, inhibits oxidation.

We Remove ALL OXIDIZED PAINT Not a Wax

Any Car . . . \$6.75 Old or New FULL PRICE

An occasional washing or dusting with a soft, clean cloth is all you do to keep your car beautiful and lustrous once it has had the Silicote process.

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Auto Production Shifts Into High Gear

DETROIT, Jan. 14. (AP) The automobile industry has its production boom under way, Automotive News reported today. The trade paper said this week's motor vehicle output will total 145,323 units. This, it added, is only a "sample" of what is planned in immediate future weeks. The current week's total will consist of 121,261 cars and 24,062 trucks. Last week the factories turned out 92,074 cars and 17,395 trucks.

States plants have ordered and are committed for material to build 1,991,000 vehicles in the first month of this year. Schedules call for 1,702,000 cars and 288,000 trucks. That would be about 641,000 more cars and only 45,000 fewer trucks than were built in the same period of 1949.

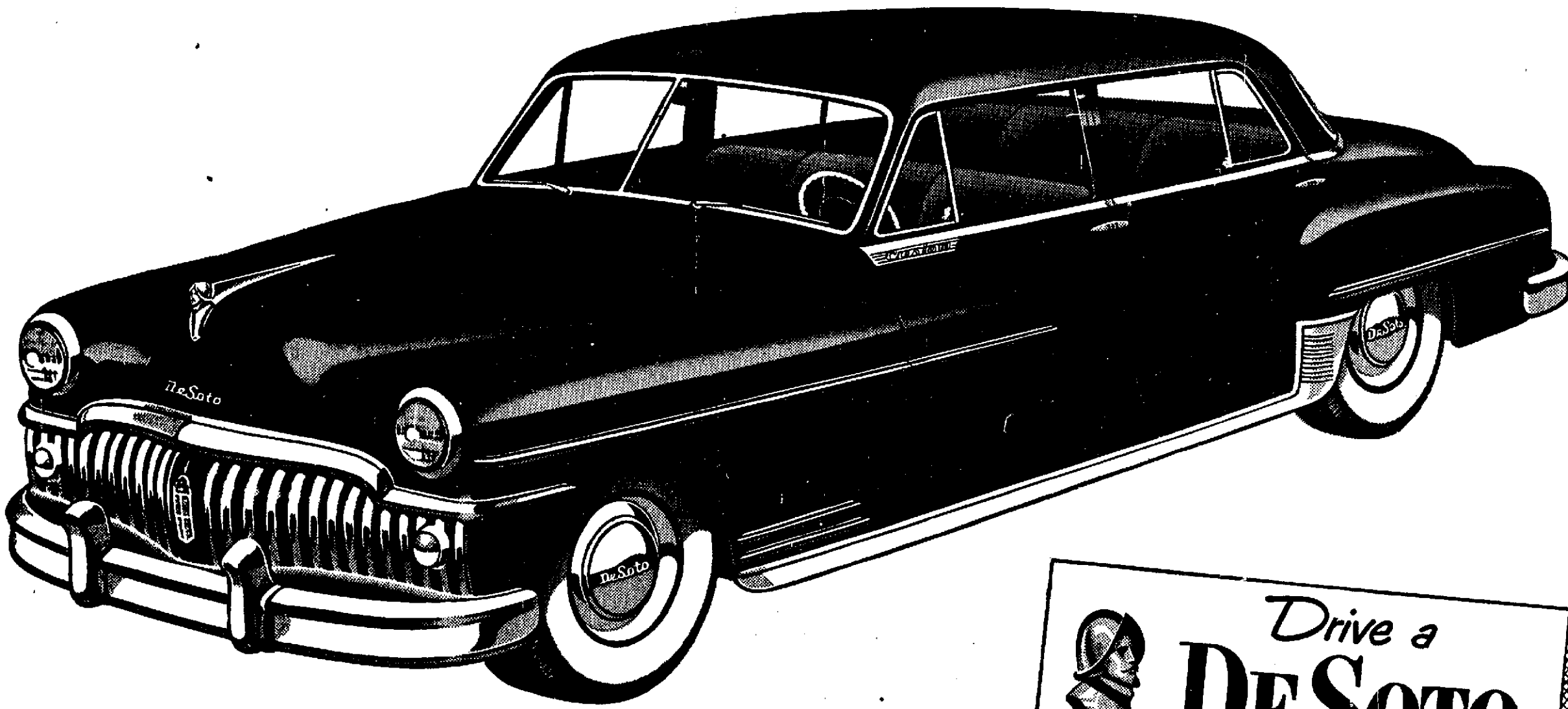
Air Show to Teach Teens Safe Driving

WASHINGTON, D. C. America's young drivers will hold the spotlight with the start of the new year on the National Broadcasting Co.'s "Father Knows Best" radio show, starring Robert Young. Because of Young's strong personal interest in highway safety he is putting the full force of his Jan. 5 and subsequent broadcasts behind the "man-to-man" and "dad-to-daughter" good driver agreement program.

Officer's Face Red

MACON, Ga. Traffic Officer Roland Banville wrote a parking ticket and left it on a new car. Called to pay off in police court, he sheepishly explained that he hadn't recognized his own automobile.

NEW DESOTO HERE!



Drive a
DESOTO
before you decide!

There's a brand-new car down at your De Soto dealer's. It has just arrived. And it's the most beautiful, most exciting new De Soto that he—or you—have ever seen.

It's good news, from new front grille to graceful new back. Not just a few changes, but a truly new model. New features for your comfort and enjoyment, such as greater-than-ever

visibility. And new features for your safety, such as bigger-than-ever brakes. (No car in the U. S. has bigger ones!)

It's a big car, this new De Soto. No squeezing in or ducking down. And it's a powerful car with that great high-compression Powermaster engine. And it lets you drive without shifting.

When your dealer tells you how easy it is to

own this magnificent car, and how economical it is to operate, you'll realize that this year you don't have to be satisfied with a "just as good" or "good enough." Now you can own a De Soto...the car designed with YOU in mind.

Time in the GROUCHO MARX SHOW, "You Bet Your Life." Every Wednesday night over all CBS stations

DE SOTO DIVISION, CHRYSLER CORPORATION

NOW ON DISPLAY AT YOUR DE SOTO-PLYMOUTH DEALER'S

1950 Autos Begin Rolling From U. S. Assembly Lines at Rate of One-a-minute

By PAUL E. SYOBODA

DETROIT. (UP) New cars rolled off assembly lines this past week at better than a one-a-minute clip, with manufacturers taking full advantage of labor peace to get showrooms full for the expected spring buying rush.

Just how long the pace will last is anybody's guess. Those making predictions figure the boom should last through the first quarter of 1950 and perhaps into early summer.

Right now the nation's auto plants are turning out cars and trucks at better than 24,000 a day, nudging the daily output record set last September.

RACE AGAINST TIME
One of the big reasons for the production race is labor contract negotiations which will start coming to a head in May. From then through fall, all the companies except Ford must sit down at the bargaining table with Walter Reuther's C. I. O. United Auto Workers.

Another is that dealer stocks of new cars hit new lows because of the steel and coal strikes. Dealers have to take care of that backlog of orders and then get supply lines filled for spring, when many Americans want to buy cars.

As a general rule, the 1950 buyer will get something that looks pretty much like his neighbor's 1949 model. Most of the body work has been on grilles with slight changes in lines to give cars a lower, more sleek appearance.

Studebaker was the principal standout, introducing a front end that dropped the conventional grille for a huge spinner with nacelle-type fenders.

2 NEW SMALL CARS
In the lowest price field, the biggest single attraction has been introduction of the automatic transmission. This luxury previously had been reserved for more expensive cars. But it is now available as optional equipment on 1950 Chevrolets and will be on Fords by late summer. Plymouth has stayed with the standard gear shift.

Two companies have new low price cars in the offing. Nash plans to be in the market by early spring with something "entirely new" in the Chevrolet-Plymouth-Ford bracket. Kaiser-

U. S. 'Small Cars' Grow Steadily More Substantial, Advanced and Luxurious

DETROIT. (AP) The low-priced car steadily is becoming more substantial in appearance.

Latest to demonstrate this is Plymouth, heavy volume producer of the Chrysler car divisions. Plymouth, which put its new 1950 model cars on display Thursday, shows styling and mechanical advances in keeping with general automotive trends.

Like all other divisions of Chrysler, Plymouth has lengthened its rear fenders and altered rear deck design to give a longer and lower appearance to the new models. Front grilles are more massive. They consist of two large horizontal bars with a curved-down top member and a single vertical bar at the center.

There are larger bumpers both front and rear, and front and rear treads have been widened. All this accentuates the evolution of the low-priced passenger car into a substantial appearing vehicle that compares favorably with the medium-price car of previous days.

With the public introduction of the new Plymouths all but one of the new 1950 models

every car and truck maker was in production this week for the first time since late last October.

SHARP UPTURN
That means a sharp upturn in assembly line output this week. Schedules of the various companies call for approximately 140,000 vehicles this week. That will include some output by Kaiser-Frazer, which closed down on Oct. 23 to reopen only last Monday. K-F reports that the accumulation of unsold vehicles that caused the shutdown has been greatly eased.

All indications now are that car and truck production will move steadily upward during the next several weeks. Right now the rate of production, figured on a daily basis, is as great as it was late last summer when new weekly and monthly output records were being set.

Nowhere in industry circles is there any doubt that weekly and monthly production marks will fall again during the coming

Farm Vehicles Big Cause of Accidents

LINCOLN, Neb. (UP) More farm people are killed in motor vehicle mishaps than in any other class of accidents, according to agricultural extension engineers at the University of Nebraska.

Farm trucks cause many of the accidents, they said, offering these tips for operating a truck safely:

Don't overload.
Keep lights, brakes, steering mechanism and windshield wipers in perfect working condition.

Slow to a safe speed for turns, and use proper signals. Come to a full stop when entering the main highway, at railroad crossings, and at regular stop signs.

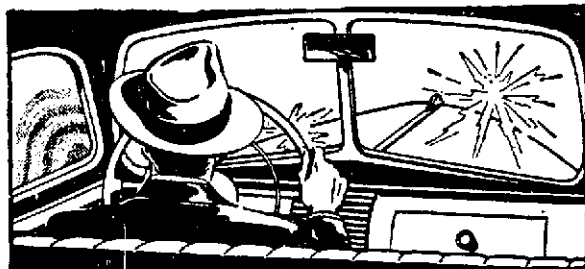
Three months. Many sources within the industry already have said the factory output of the January-through-April period of this year should equal the total of the first six months of 1949.

The same sources, however, still are reluctant to predict the year's total will equal the 6,200,000 cars and trucks that were built last year.

New Type Polishing Cloth on Market

There is a new type of polishing cloth now on the market made from unspun cotton fiber. The cloths are plastic coated and are excellent for such jobs as polishing mirrors and cars, washing windows and dusting furniture and woodwork.

NEED NEW AUTO GLASS?



DRIVE IN TODAY FOR COMPLETE, FAST SERVICE. LOWEST PRICES. WE CARTER TO INSURANCE TRADE



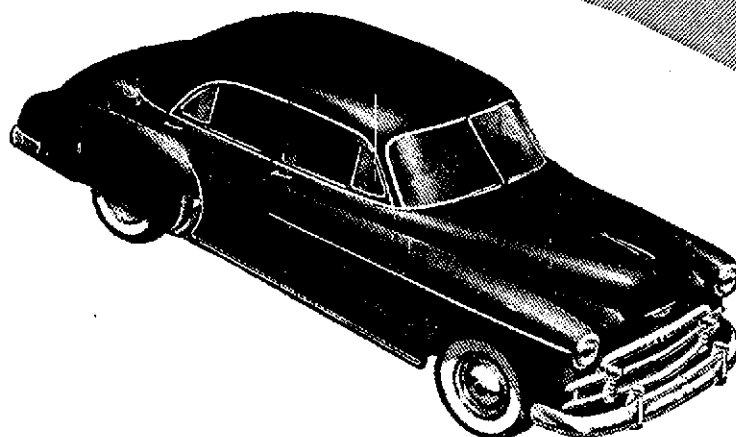
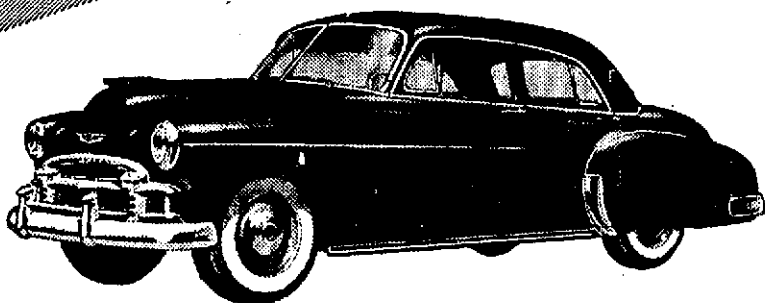
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SCOTT-WOODARD-SCOTT SR.
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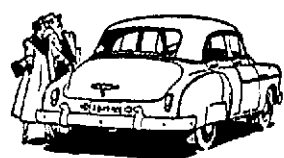


Chevrolet—and only Chevrolet
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NEW STYLE-STAR BODIES BY FISHER

In sparkling new color harmonies



NEW TWO-TONE FISHER INTERIORS

extra-roomy—extra-luxurious



CENTER-POINT STEERING

With Unitized Knee-Action Ride



CURVED WINDSHIELD with PANORAMIC VISIBILITY

In Fisher Unitized Bodies



BIGGEST OF ALL LOW-PRICED CARS

longest, heaviest car in its field, with widest tread



EXTRA-ECONOMICAL TO OWN—OPERATE—MAINTAIN

traditionally bringing you more value



PROVED CERTI-SAFE HYDRAULIC BRAKES

With Dual-Life rivetless brake linings



*Look all around it and you'll know it's your **BEST ALL-AROUND BUY!***

1950 CHEVROLET

FIRST...and Finest...at Lowest Cost!

Take a good, long look! Study every phase and feature of this powerful, pace-setting Chevrolet for 1950! And then you'll know it's *first and finest at lowest cost!*

That's true, any way you look at this car, from the richer beauty of its Body by Fisher to the roomier comfort of its two-tone Fisher interior... from the perfect responsiveness of its Center-Point Steering to the positive stopping qualities of its Certi-Safe Hydraulic Brakes... and from the greater power and smoothness of operation of its

two outstanding engines and two outstanding drives—the *Automatic Power-Team** and the *Standard Power-Team*—right down to its exceptional economy of purchase price, operation and upkeep!

Your own thoughts will tell you, *Chevrolet leads in every way*, and by the widest margin in all Chevrolet history.

Come in! See this only low-priced car with all these major motoring advantages. Look all around it and you'll know it's *your best all-around buy!*

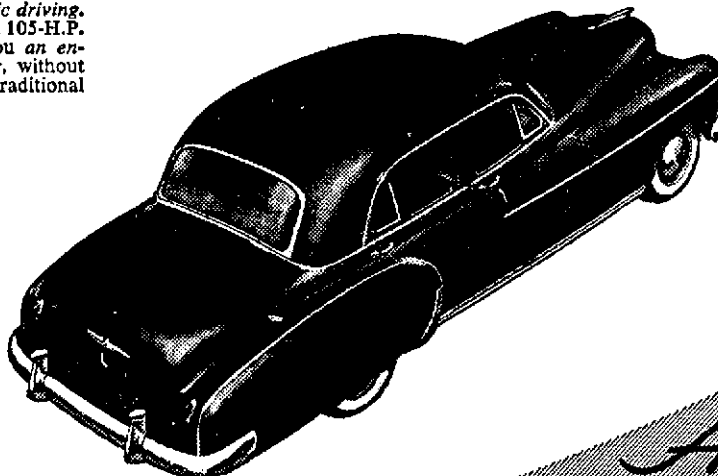
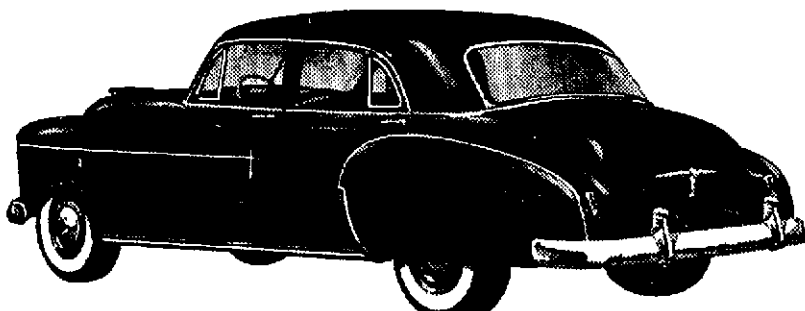
INTRODUCING CHEVROLET'S EXCLUSIVE NEW

POWERglide
AUTOMATIC TRANSMISSION
OPTIONAL ON DE LUXE MODELS AT EXTRA COST

IT'S THE SIMPLE, SMOOTH, THIRTY AUTOMATIC TRANSMISSION

Here, for the first time in low-cost motoring, is *truly automatic driving*. Chevrolet's exclusive Powerglide Automatic Transmission and 105-H.P. Valve-in-Head Engine, most powerful in its field, bring you an *entirely new kind of smooth-flowing movement at all speeds*, without clutch pedal, clutch pushing or gearshifting. All this with traditional Chevrolet economy in over-all driving!

*Optional on De Luxe models at extra cost



All cars shown are Styleline De Luxe 4-Door Sedans

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America's Best Buy*



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UNI-BOND PROCESS
BRAKE RELINING

• 50% More Wear
• 15% More Lining Area

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SPECIAL HOME VALUE SALES!



The DIVAN SALE that's making NEWS!



49.95-59.95 value Divans

Take advantage of this opportunity to save on this armless bed-divan! Many colors to select from. Tapestry covered. Positive-locking hinge.

38⁸⁸ \$4 Down Sears Easy Terms

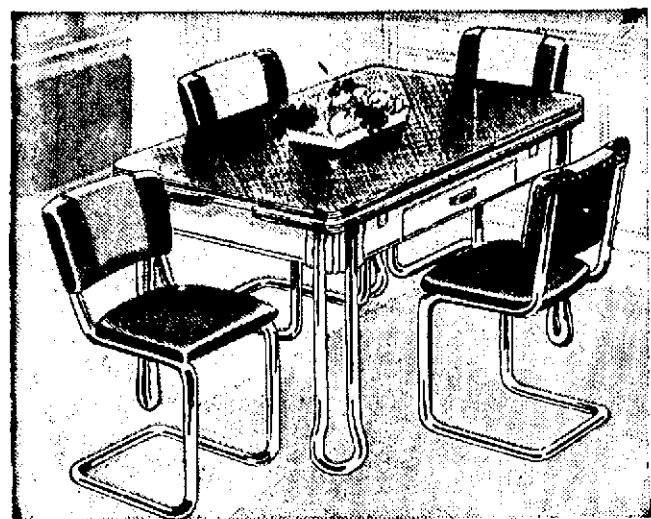
59.50 value
Bed-divan
49⁸⁸
\$5 Down, Sears Easy Terms
Sturdy and comfortable bed-divan with two-tone tapestry covers. Buy!

Big 59.95 value Couches

Perfect quality, brand new single couches with innerspring pillows. Pleated flounce around bottom and fine furniture detailing. Three colors to choose from. Shop early!

39⁸⁸ \$4 Down Sears Easy Terms

Sensational! Pre-inventory WAREHOUSE CLEARANCE!



72.50 5-Piece Dinettes
39.88 4.50 Down Sears Easy Terms Usual Carrying Charge

You save over \$30! Five beautiful pieces. Top in red plastic, heat and stain resisting. Red plastic covered chairs. Chrome-plated legs on all pieces. Slide leaves extend table to 40x45 inches. Also, porcelain tops in red or yellow. Save! Same Set with 4-leg type chairs, Reg. 84.50.....44.88

169.50 Divan and Chair Set—Opens to double bed. Nice! 99⁸⁸

129.50 Divan Set—Two-tone combination. Chair to match. Save! 99⁸⁸

49.95-59.95 Divan—Armless type. Colors to select from. Save! 38⁸⁸

34.95 Rocker and Ottoman—In beige tapestry. Only 1 left! 19⁸⁸

39.95 Platform Rocker—Blue or rose tapestry. 2 left! 19⁸⁸

59.95 Platform Rocker—In rust or green. Early California type. 34⁸⁸

69.95 Platform Rocker—Blue mohair. We have just 1 left! 44⁸⁸

64.95 Rocker—In lovely rose tapestry. Only 1 left. Save! 34⁸⁸

69.95 Divan—Lovely blue tapestry. Just 1 left! A bargain! 39⁸⁸

69.95 Double Guest Couch—Beautiful green tapestry. One. 44⁸⁸

49.95 Armless Divan—In beige or floral patterns. Shop early! 29⁸⁸

109.00 Pillow Arm Divan—Beautiful green tapestry. One. 64⁸⁸

119.00 Divan and Chair Set—In blue tapestry. Save! 69⁸⁸

59.50 Club Chairs—In lovely green or rust. Just 4 left! 26⁸⁸

114.50 Maple French Arm Divan and Chair—Beige tapestry. 63⁸⁸

179.50 Divan and Chair Set—In rose velour. Only 1 left! 99⁸⁸

184.50 Divan and Chair Set—Rose mohair frieze. Save! 109⁸⁸

189.50 3-Pc. Living Room Set—Lovely wine velour. Value! 89⁸⁸

99.50 Club Chairs Ottoman Set—Ivory plastic. Only 2 left! 59⁸⁸

39.95 Occasional Chairs—In green tapestry. Real buys! 19⁸⁸

69.95 Bed Divans—Plain green or figure tapestry. Hurry! 39⁸⁸

79.95 2-Piece Sectional Divan—Value for the smart buyer! 49⁸⁸

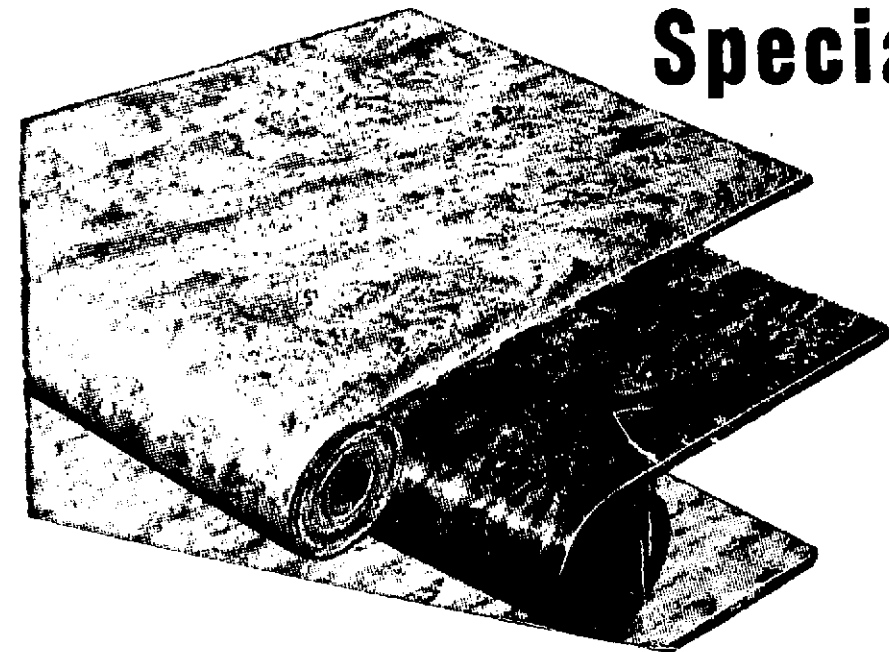
159.50 3-Piece Bed Divan Set—Sectional. Grey and gold! 99⁸⁸

49.90 Mattress and Box Spring combination—4x6 size. 34⁹⁹



SALE!
Regular 87.95
Mattress-Box Springs
59.88 6.50 Down Sears Easy Terms Usual Carrying Charge

Compare this saving! L. A. Young spring construction, heavy damask ticking, beautiful quilted top. Flexolator insulators. Box spring to match. Sets come in full or twin size. You always save when you buy at Sears! Shop early, tomorrow!



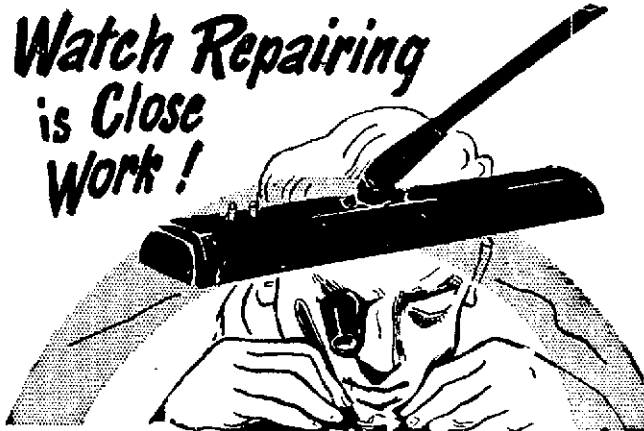
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Inlaid Linoleum

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